



FloridaWest Executive Committee Meeting
June 14, 2024 Time: 7:30 a.m.
CO:LAB 418 W Garden St. Pensacola, FL
Third Floor Conference Room

Agenda

- | | |
|---|--|
| 1. Call to Order | David Bear |
| 2. Public Notice (May 23, 2024) | Tabitha Lee |
| 3. Roll Call | Tabitha Lee |
| 4. Public Comment | David Bear |
| 5. Approval of Agenda | David Bear |
| 6. Approval of May 10, 2024 Executive Committee Meeting Minutes | David Bear |
| 7. Review May 31, 2024 Financial Statements | Olevia McNally |
| 8. Review of May 28, 2024 Board of Directors Meeting Minutes | David Bear |
| 9. FloridaWest Campaign | Brian Hilson |
| 10. FloridaWest Board Appointee | Brian Hilson |
| 11. Project Updates | Brian Hilson/Danita Andrews/Patrick Rooney |
| a. OLF8 | |
| b. Project Crescent | |
| c. Project Sable | |
| d. Tech Park | |
| e. The Bluffs | |
| f. Project Yellowtail | |
| g. Project Ladyfish | |
| h. CO:LAB | |
| 12. Other Business | David Bear |
| 13. Adjourn | |

Upcoming Meeting Schedule

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)



Minutes

1. Call to Order: President David Bear called the meeting to order at 7:34 a.m.
2. Public Notice: Tabitha Lee confirmed public notice was made on April 25th, 2024.
3. Roll Call:

President David Bear:	Present
Vice President Ryan Tilley:	Present
Secretary Dr. Charletha Powell:	Present
Treasurer Olevia McNally:	Present
Past President Rick Byars	Present

Staff: Brian Hilson, Tabitha Lee, Danita Andrews, Patrick Rooney, Jessica Scholl, Casey Campbell
Public Present: None
4. Public Comment: President Bear requested public comment, and no comment was given.
5. Approval of the Agenda
 - a. Rick Byars moved to approve.
 - b. Olevia McNally seconded.
 - c. Passed unanimously.
6. Approval of April 12, 2024 Executive Committee Minutes
 - a. Rick Byars moved to approve.
 - b. Dr. Charletha Powell seconded.
 - c. Passed unanimously.
7. Approval of the April 30, 2024 Financial statements. Treasurer Olevia McNally presented an update on various financial items, including income and expenses. David Bear inquired about the financing of public funds and strategies for managing deficits. Patrick Rooney suggested that surplus funds could be carried over for future use. Ms. McNally concluded the discussion by announcing her intention to follow up with Lydia Miller, the bookkeeper at FloridaWest, to get clarification on several questions.
 - a. Rick Byars moved to approve.
 - b. Dr. Charletha Powell seconded.
 - c. Passed unanimously.
8. Review of April 23, 2024 Board of Directors Meeting Minutes
9. Bylaws: The committee discussed optimizing the structure of our organization's bylaws. One of the key topics was reviewing the change from a majority to one-third for achieving a quorum. The committee also discussed potential funding levels and the importance of broadening the board to enhance diversity. The committee members discussed the ongoing importance of ensuring key stakeholders such as the City, County, FPL, and ECUA have representation on the board, with the City and County each appointing two members. Dr. Charletha Powell emphasized the importance of carefully reviewing the language used in the bylaws. Jessica Scholl suggested maintaining the member and investor structure while considering a multi-tiered approach that values contributions at different levels to promote opportunities for additional inclusion. Rick Byars mentioned the idea of investments at the \$40,000 level guaranteeing a position on the board.

David Bear proposed reclassifying ECUA as a governmental entity within the financials. Ms. Scholl will be responsible for making the edits to the bylaws, and she commits to delivering them to the Board for review by May 21st, five days prior to the Board meeting scheduled for May 28th.

10. Project Updates: Brian Hilson provided brief updates on the following projects, outlining their progress.
 - a. Project Laser
 - b. Project Sable
 - c. Tech Park
 - d. OLF8
 - e. Project Crescent
 - f. Project Ladyfish
 - g. Project Dory
 - h. The Bluffs
 - i. Funding Campaign: Brian Hilson led a discussion on the Built to Grow campaign case statement, reviewing its contents. The committee actively participated, offering suggestions for edits and improvements to the document. David Bear specifically proposed incorporating the Lewis Bear logo into the case statement, emphasizing the importance of brand representation. Collaboration among members resulted in constructive feedback aimed at enhancing the clarity and effectiveness of the statement.
 - j. CO:LAB:
11. Other Business
12. Adjournment: President Bear adjourned the meeting at 9:05 a.m.

Fiscal Year Meeting Schedule

6.14.24 EC Meeting 7:30 am	8.27.24 Board Meeting 1:30 pm - Board Officer Nominations
6.25.24 Board Meeting 1:30 pm - FYE 25 Budget Approval Due	9.13.24 EC Meeting 7:30 am
7.12.24 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)
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	

Respectfully Submitted By:

Dr. Charletha Powell, Secretary
FloridaWest Economic Development Alliance

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

	Total					
	May-24	Actual	Budget	over Budget	% of Budget	
Revenue						
4000 Membership Dues	\$ 10,000.00	\$ 160,000.00	\$ 200,000.00	\$ (40,000.00)	80.00%	FPL, BDI, ECUA, Lewis Bear Company, Pensacola Energy
4200 Investor Membership Dues	\$ -	\$ 30,000.00	\$ 90,000.00	\$ (60,000.00)	33.33%	Greenhut, Bear General Contractors, Baptist Healthcare
4410 Non-Dues Income	\$ -	\$ -	\$ 5,400.00	\$ (5,400.00)	0.00%	
4420 Government Income	\$ -	\$ 75,000.00	\$ 150,000.00	\$ (75,000.00)	50.00%	City of Pensacola
4430 PEDC	\$ -	\$ 506,250.00	\$ 675,000.00	\$ (168,750.00)	75.00%	PEDC
4500 CoLab Income	\$ 9,056.62	\$ 64,847.17	\$ 117,000.00	\$ (52,152.83)	55.42%	
4512 Miscellaneous Income	\$ -	\$ 150.00	\$ 400.00	\$ (250.00)	37.50%	
4513 CD Interest Income	\$ -	\$ 4,849.85	\$ 4,500.00	\$ 349.85	107.77%	Interest from CD that matured in October 2023
4520 New Revenue	\$ -	\$ -	\$ 327,850.00	\$ (327,850.00)	0.00%	New Campaign Revenue
Total Revenue	\$ 19,056.62	\$ 841,097.02	\$ 1,570,150.00	\$ (729,052.98)	53.57%	
Expenditures						
5005 Bank & Credit Card Fees	\$ 35.00	\$ 70.00	\$ 650.00	\$ (580.00)	10.77%	
5060 Marketing, Adv & Promo/Investor	\$ 91.00	\$ 15,825.76	\$ 18,000.00	\$ (2,174.24)	87.92%	
5060a Marketing - Website	\$ -	\$ 1,379.40	\$ 18,000.00	\$ (16,620.60)	7.66%	Monthly Web Hosting
5060b Business Development	\$ 919.81	\$ 3,016.64	\$ 12,000.00	\$ (8,983.36)	25.14%	BD Meals
5060c Prospect Development	\$ 239.44	\$ 1,705.32	\$ 24,000.00	\$ (22,294.68)	7.11%	PD Meals
5060d Consulting	\$ 23,112.12	\$ 170,406.83	\$ 212,000.00	\$ (41,593.17)	80.38%	Funding Solutions
5060e Tradeshows	\$ (2,225.00)	\$ 3,825.00	\$ 6,000.00	\$ (2,175.00)	63.75%	Refund
5559 Workforce Marketing	\$ -	\$ -	\$ 12,000.00	\$ (12,000.00)	0.00%	
5680 Cyber/High Growth Companies	\$ 191.47	\$ 1,796.00	\$ 18,000.00	\$ (16,204.00)	9.98%	Cyber Website
Total 5060 Marketing, Adv & Promo/Investor	\$ 22,328.84	\$ 197,954.95	\$ 320,000.00	\$ (122,045.05)	61.86%	
5066 Database/Research	\$ -	\$ 22,035.64	\$ 20,000.00	\$ 2,035.64	110.18%	Salesforce, GIS Planning, Chmura, CoStar
5100 Audit Expense	\$ 2,680.00	\$ 41,167.07	\$ 30,800.00	\$ 10,367.07	133.66%	Bookkeeping and Audit
5105 Legal Fees	\$ 3,183.00	\$ 14,553.00	\$ 20,000.00	\$ (5,447.00)	72.77%	Attorney
5120 Auto Travel	\$ 735.02	\$ 3,786.94	\$ 10,000.00	\$ (6,213.06)	37.87%	
5140 Business Travel	\$ 1,612.15	\$ 10,391.77	\$ 35,000.00	\$ (24,608.23)	29.69%	
5200 Dues & Subscriptions	\$ 1,910.75	\$ 4,820.86	\$ 12,500.00	\$ (7,679.14)	38.57%	Zoom, PNJ, Wall Street Journal, Florida Economic Dev,
5310 Insur-D&O/Liab/Umbrella/EPLI	\$ -	\$ 12,271.30	\$ 8,000.00	\$ 4,271.30	153.39%	General Liability, LB Liability
5410 Maint & Repair- Computers	\$ 2,396.30	\$ 17,882.87	\$ 24,000.00	\$ (6,117.13)	74.51%	Monthly Computer Services
5440 Meeting Expense	\$ 272.76	\$ 2,032.79	\$ 3,000.00	\$ (967.21)	67.76%	Staff/Internal Meetings
5500 CoLab Expenses	\$ 3,903.87	\$ 40,541.15	\$ 117,000.00	\$ (76,458.85)	34.65%	All CoLab Expenses
5600 Miscellaneous Expense	\$ 97.83	\$ 97.83	\$ 350.00	\$ (252.17)	27.95%	
5610 Postage	\$ -	\$ 424.00	\$ 600.00	\$ (176.00)	70.67%	
57000 Employee Wages & Benefits	\$ 70,547.61	\$ 458,726.77	\$ 770,000.00	\$ (311,273.23)	59.57%	Three Payrolls in May
5800 Supplies	\$ 650.36	\$ 2,018.10	\$ 2,750.00	\$ (731.90)	73.39%	Office Supplies
5915 Telephone	\$ 594.95	\$ 2,121.87	\$ 4,000.00	\$ (1,878.13)	53.05%	Cox Internet and Phone Service
5925 Cell Phones	\$ 696.12	\$ 3,785.65	\$ 7,000.00	\$ (3,214.35)	54.08%	Verizon
5954 Copier Expense	\$ 160.54	\$ 194.94	\$ 500.00	\$ (305.06)	38.99%	
5980 Rent Expense	\$ 4,488.50	\$ 35,071.06	\$ 55,000.00	\$ (19,928.94)	63.77%	One Palafox Rent
6000 Professional Services						
6000c Advocacy	\$ -	\$ 20,000.00	\$ 60,000.00	\$ (40,000.00)	33.33%	
6000d Marketing Consultant	\$ 5,750.00	\$ 46,000.00	\$ 69,000.00	\$ (23,000.00)	66.67%	Buzz Marketing
Total 6000 Professional Services	\$ 5,750.00	\$ 66,000.00	\$ 129,000.00	\$ (63,000.00)	51.16%	
Total Expenditures	\$ 122,043.60	\$ 935,948.56	\$ 1,570,150.00	\$ (634,201.44)	59.61%	
Net Operating Revenue	\$ (102,986.98)	\$ (134,828.50)	\$ -	\$ (134,828.50)		

FloridaWest Economic Development Alliance
Statement of Financial Position
As of May 31, 2024

ASSETS	Total
Current Assets	
Bank Accounts	
1000 Checking- Private Hancock -363	\$ 107,984.21
1010 Checking - Public Hancock- 355	\$ 139,736.34
1020 Money Market - HW	\$ 100,565.22
	Int. rate between 4.5% and 4.75%. Private Funds.
Total Bank Accounts	\$ 348,285.77
Accounts Receivable	
11000 Accounts Receivable	\$ 2,056.50
Total Accounts Receivable	\$ 2,056.50
Other Current Assets	
1500 Due from PEDC	\$ 371.98
	Annual fee. Had to use cc.
Total Other Current Assets	\$ 371.98
Total Current Assets	\$ 350,714.25
Fixed Assets	
1600 Furniture and Fixtures	\$ 43,931.73
1650 Computers	\$ 27,092.11
1700 Accum Depreciation Computers	\$ (24,534.31)
1701 Accum Depreciation Furn & Fix	\$ (33,858.41)
Total Fixed Assets	\$ 12,631.12
Other Assets	
1800 Security Deposit	\$ 1,000.00
Right of Use Asset	\$ 404,010.50
	Lease standard journal entry
Total Other Assets	\$ 405,010.50
TOTAL ASSETS	\$ 768,355.87
LIABILITIES AND EQUITY	
Liabilities	
Total 2300 Other Payables	\$ 30,287.00
Lease Liability - ST	\$ 97,366.00
	Lease pmts due by 9/30. Pmts shown on the P&L.
Total Other Current Liabilities	\$ 127,653.00
Total Current Liabilities	\$ 127,653.00
Long-Term Liabilities	
Lease Liability - LT	\$ 284,833.00
	Lease payments due after 9/30/24
Total Long-Term Liabilities	\$ 284,833.00
Total Liabilities	\$ 412,486.00
Equity	
3200 Unrestricted Net Assets	\$ 490,698.37
Net Revenue	\$ (134,828.50)
Total Equity	\$ 355,869.87
TOTAL LIABILITIES AND EQUITY	\$ 768,355.87

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

	Private	Public	TOTAL
Revenue			
4000 Membership Dues	110,000.00	50,000.00	160,000.00
4200 Investor Membership Dues	30,000.00		30,000.00
4420 Government Income		75,000.00	75,000.00
4430 PEDC		506,250.00	506,250.00
4500 CoLab Income	64,847.17		64,847.17
4512 Miscellaneous Income	150.00		150.00
4513 CD Interest Income	4,817.06	32.79	4,849.85
Unapplied Cash Payment Income			0.00
Total Revenue	\$ 209,814.23	\$ 631,282.79	\$ 841,097.02
Expenditures			
5005 Bank & Credit Card Fees	70.00		70.00
5060 Marketing, Adv & Promo/Investor	194,908.55	3,046.40	197,954.95
5066 Database/Research	16,639.96	5,395.68	22,035.64
5100 Audit Expense		41,167.07	41,167.07
5105 Legal Fees		14,553.00	14,553.00
5120 Auto Travel	2,022.40	1,764.54	3,786.94
5140 Business Travel	10,391.77		10,391.77
5200 Dues & Subscriptions	4,820.86		4,820.86
5310 Insur-D&O/Liab/Umbrella/EPLI		12,271.30	12,271.30
5410 Maint & Repair- Computers	7,040.01	10,842.86	17,882.87
5440 Meeting Expense	2,032.79		2,032.79
5500 CoLab Expenses	26,193.00	14,348.15	40,541.15
5600 Miscellaneous Expense	97.83		97.83
5610 Postage	424.00		424.00
57000 Employee Wages & Benefits		458,726.77	458,726.77
5800 Supplies	2,018.10		2,018.10
5915 Telephone	2,121.87		2,121.87
5925 Cell Phones	3,785.65		3,785.65
5954 Copier Expense	186.34	8.60	194.94
5980 Rent Expense		35,071.06	35,071.06
6000 Professional Services	20,000.00	46,000.00	66,000.00
Unapplied Cash Bill Payment Expense			0.00
Total Expenditures	\$ 292,753.13	\$ 643,195.43	\$ 935,948.56

Minutes

1. Call to Order: President David Bear called the meeting to order at 1:30 p.m.
2. Public Notice: Tabitha Lee confirmed public notice was made on April 25th, 2024.
3. Roll Call:

President David Bear:	Present
Vice President Ryan Tilley:	Present
Secretary Dr. Charletha Powell:	Present
Treasurer Olevia McNally:	Present
Past President Rick Byars:	Present
City of Pensacola Appointee Donnie McMahon:	Present
Don Palmer:	Present
City of Pensacola Appointee Matt Davis:	Absent
Jim Waite:	Absent
Investors Present: Dr. Marcus McBride, K.C. Garman,	
Staff: Brian Hilson, Tabitha Lee, Danita Andrews, Patrick Rooney, Jessica Scholl, Jeff Rogers,	
Public Present: John Walsh	
4. Public Comment: President Bear requested public comment, and no comment given.
5. Approval of the Agenda
 - a. Donnie McMahon moved to approve.
 - b. Don Palmer seconded.
 - c. Passed Unanimously.
6. Approval of April 23, 2024 Minutes
 - a. Olevia McNally moved to approve.
 - b. Rick Byars seconded.
 - c. Passed Unanimously.
7. Approval of April 30, 2024 financials. Olevia McNally led a review of the April 30, 2024 financial statement, including income and expenses.
 - a. Donnie McMahon moved to approve.
 - b. Rick Byars seconded.
 - c. Passed Unanimously.
8. Bylaws: Jessica Scholl reviewed the revised bylaws, emphasizing several key points. She explained that members and participating counties and municipalities are entitled to a board seat, maintaining the current investor/member structure. The board has the authority to decide the number of Directors each participating county and municipality can appoint and can also determine varying levels of investor financial commitment. All investors are eligible to serve as Directors through a nomination and election process for renewable two-year terms, with no cap or term limits, allowing for continuous participation. Furthermore, the quorum for Board of Directors meetings has been set at one-third of the Directors instead of a majority. Ms. Scholl expressed confidence that the revisions align with the board's expectations and facilitate expansion while achieving organizational goals. Ms. Scholl will distribute the finalized version of the bylaws upon approval.

- a. Rick Byars moved to approve.
 - b. Donnie McMahon seconded.
 - c. Passed Unanimously.
9. FloridaWest Campaign: Brian Hilson provided an update on the status of the Built to Grow campaign, noting that there are currently 12 pending requests awaiting responses or commitments. The total amount requested for these initiatives is \$1,075,000, with an expected likely commitment of \$880,000. During the meeting, two significant cash commitments were highlighted: McMahon Insurance has committed \$100,000, and Bear Contractors has also pledged \$100,000. Additionally, Pensacola State College has made an in-kind commitment valued at \$50,000. Mr. Hilson expressed gratitude for the contributions made by the participants, with special thanks extended to the companies for their commitments. He acknowledged that the campaign is still in its early stages and emphasized that there is a long way to go.
10. Committee Reports: David Bear highlighted several key points discussed in the FloridaWest committee report. One major point was the transition of the Emerald Coast Utilities Authority (ECUA) from a private entity to a governmental organization. Brian Hilson emphasized the importance of having key stakeholders represented on the board. Mr. Hilson stressed that entities such as the city, county, Florida Power & Light (FPL), and ECUA itself need to have representation. This inclusive approach ensures that diverse interests and perspectives are considered in the decision-making process, fostering more effective governance and collaboration among these crucial stakeholders.
 - a. 5.10.24 Executive Committee Meeting Minutes for Review
11. NorthWest Florida Defense Coalition: Rick Byars provided an update highlighting Congressman John Carter's collaboration with Congressman Gaetz to secure approval for new hangar construction and maintenance at Naval Air Station Whiting Field. He discussed that the campaign is primarily relying on public funding, with minimal private investment needed. Mr. Byars announced that they have secured two new private investors. Additionally, he mentioned that repairs on the condemned hangars are projected to begin in 2026. Brian Hilson added that FloridaWest contributed \$10,000 to the cause and has budgeted \$30,000 for next year. Rick Byars concluded by stating, we're committed to Protect, Maintain, and Grow the infrastructure.
12. .Program Updates:
 - a. Lift Announcement
 - b. OLF8
 - c. Project Sable
 - d. Tech Park
 - e. The Bluffs
 - f. Project Ladyfish
 - g. Project Crescent
 - h. CO:LAB Patrick Rooney shared updates on CO:LAB's recent developments, highlighting a positive increase in occupancy to 63%. He expressed optimism for future growth and emphasized the ongoing efforts to foster a collaborative environment for all tenants, which has significantly contributed to the progress and increased revenue. Mr. Rooney mentioned that the upcoming anniversaries of three companies will result in a 33% increase in their rental rates, while four other companies will experience a 20% increase. He also noted that one of the companies at CO:LAB has been selected to participate in the upcoming Florida Venture Conference. When Rick Byars asked if companies can be at CO:LAB for more than five years, Mr. Rooney clarified that there are stipulations preventing companies from staying beyond this period.

13. Other Business: KC Gartman discussed the Community Health Needs Assessment resident survey, emphasizing its role in addressing health equity disparities in Escambia and Santa Rosa counties. Conducted every three years by Achieve Healthy EscaRosa (AHER), the survey is essential for understanding and responding to community health needs. Ms. Gartman urged everyone to complete the survey and share it with community groups, churches, friends, family, coworkers, and clients in the counties. The survey is open until June 21, 2024. Brian Hilson and the Board discussed the recent U.S. News & World Report rankings, which placed Pensacola at No. 31 on the 'Best Places to Live in the U.S.' list and as the 4th safest place to live. This recognition could attract more residents and businesses to Pensacola, boosting the local economy and community growth.
14. Adjournment: President Bear adjourned the meeting at 2:43 p.m.

Fiscal Year Meeting Schedule

6.14.24 EC Meeting 7:30 am	8.27.24 Board Meeting 1:30 pm - Board Officer Nominations
6.25.24 Board Meeting 1:30 pm - FYE 25 Budget Approval Due	9.13.24 EC Meeting 7:30 am
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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	

Respectfully Submitted By:

Dr. Charletha Powell, Secretary
 FloridaWest Economic Development Alliance

BUSINESS DEVELOPMENT

June 6, 2024

Active Projects	29
Active Project Site Visits	13
Existing Industry Visits	26
Response Proposals	6

PROJECTS BY TARGET SECTOR / **13** NEW LOCATIONS
14 LOCAL EXPANSIONS

New Jobs	Retained Jobs	Average Wage	Capital Investment
1,630	662	\$65,096	\$2,936,703,000

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



YTD EXISTING INDUSTRY VISITS = 22

					#Employees	Sector	
OCTOBER	7	MARCH	4	5/08/2024	King Aero Management	45	Aviation/Aerospace
NOVEMBER	2	APRIL	4	5/14/2024	Offshore Inland Marine	74	Marine MRO
DECEMBER	1	MAY	4	5/15/2024	Cemex USA	40	Manufacturing
JANUARY	0			5/23/2024	Comfort Systems USA	70	Manufacturing
FEBRUARY	4						

2024-2029 BUILT TO GROW 5-YEAR JOBS GOAL = 5,000

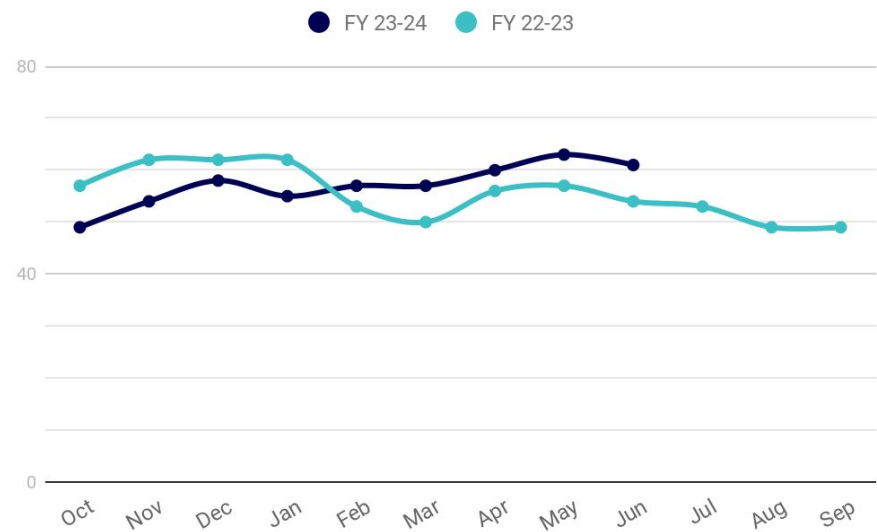


36 New Jobs, \$113,000 Average Wage, \$21M Capital Investment
 \$32 M New Federal and Industry Research and Development

2014 -2023 **59** PROJECTS ANNOUNCED / **11** NEW RELOCATIONS
48 LOCAL EXPANSIONS

New Jobs	Retained Jobs	Average Wage	Annual Payroll	Capital Investment
7447	914	\$57,454	\$480,375,870	\$803,259,585

Occupancy (Goal: 80%)



6,181 SQ. FT.
OF 10,206 TOTAL

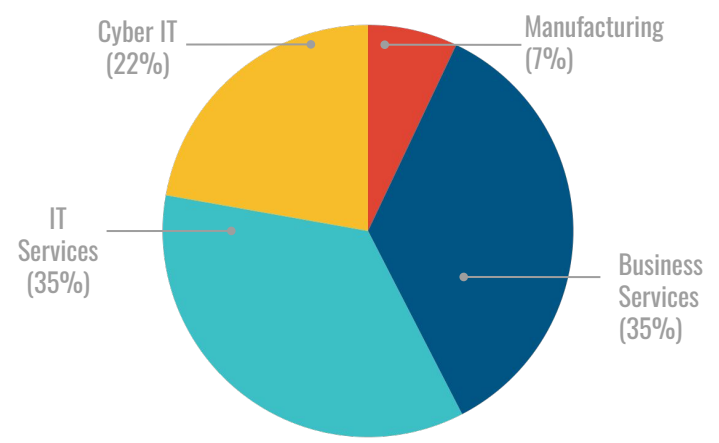
20 COMPANIES

54 EMPLOYEES

Revenue



Employees by Industry



Companies

Prospect Junkie

Year 4

ARGO Cyber Systems
Envision CMS
National Energy USA
Taste of Pensacola
MediaTech Direct

Year 3

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

Year 2

Screen Corps
Key Tutoring Resources
SwiftWorks Technology
McDuffy Presents
Sparks A Change
Speaker Training
Melanie Joy Subconscious Journeys

Year 1

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*

Community

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 – May over April 2024

Website Metrics – Google Analytics

Summary: *We would greatly improve metrics by returning to a digital marketing campaign for each enterprise.*

FloridaWest.com

- users ↑ 16% - ↑ 182 – total of 1292 unique users
- page views ↑ 19% - ↑ 376 – total of 2327 page views
- sessions ↑ 18% - ↑ 243 – total of 1582 sessions
- top cities: Pensacola, Chicago, Atlanta, Ashburn, New York

CyberCoastFlorida.com

- users ↑ 24% - ↑ 20 – total of 103 users
- page views ↑ 27% - ↑ 37 – total of 174 page views
- sessions ↑ 21% - ↑ 20 – total of 115 sessions
- top cities: New York, Pensacola, Columbus, Atlanta, Chicago

CO-LAB.com

- users ↑ 6% - ↑ 11 – total of 188 users
- page views ↓ 0.2% - ↓ 1 – total of 383 page views
- sessions ↑ 8% - ↑ 17 – total of 240 sessions
- top cities: Pensacola, Chicago, New Orleans, 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: 352 ↓ 40% over previous period
 - Page views: 72 ↑ 132% over previous period
 - Page new likes: 3
 - Total likes/followers: 914 ↑
- Instagram
 - Reach: 223 flat 0% over previous period
 - Profile visits: 23 ↓ 4% over previous period
 - New followers: 5
 - Total followers: 596 ↑
- LinkedIn
 - Reactions: 91 ↑ by 8% over previous period
 - Page views: 72 ↓ 22% over previous period

- New followers: 28
- Total followers: 1259 ↑

CO:LAB

- Facebook
 - Reach: 1200 ↓ by 52% over previous period
 - Page views: 75 ↓ by 31% over previous period
 - Page new likes: 2
 - Total likes: 994 ↑
- Instagram
 - Reach: 175 ↓ 44% over previous period
 - Profile Visits: 34 ↓ 29% over previous period
 - New followers: 6
 - Total followers: 1,123 ↑
- LinkedIn
 - Reactions: 73 ↓ 24% over previous period
 - Page views: 45 ↓ 26% over previous period
 - New followers: 12
 - Total followers: 625 ↑

CyberCoast

- Facebook
 - Reach: 39 ↓ 44% over previous period
 - Page views: 26 ↑ 37% over previous period
 - Page new likes: 2
 - Total likes: 159 ↑
- Instagram
 - Reach: 101 ↓ 36% over previous period
 - Profile visits: 12 ↑ 9% over previous period
 - New followers: 4
 - 337 ↑
- LinkedIn
 - Reactions: 13 ↑ 550% over previous period
 - Page views: 8 ↓ 53% over previous period
 - New followers: 1
 - Total followers: 178 ↑

News, Events & More

- May eNewsletter sent Friday, May 3.
 - Please send any relevant economic development/community news to pr@floridawesteda.com
- The next Taco Thursday is June 27, noon at CO:LAB
- 1 Million Cups is July 3, 9 a.m. at CO:LAB