

1. Call to Order

PEDC Board of Directors Meeting June 25, 2024 Time: 10:00 a.m. CO:LAB Pensacola, 418 Garden Street, Pensacola First Floor Conference Room

David Peaden

AGENDA

2. Public Notice (May 23, 2024) Tabitha Lee 3. Roll Call Tabitha Lee 4. Public Comment David Peaden 5. Approval of Agenda David Peaden 6. Approval of April 23, 2024 Minutes David Peaden 7. FloridaWest Board Appointment **Brian Hilson** 8. Approval of May 31, 2024 Financial Statements Brian Hilson 9. Program & Staff Updates: a. Staff Updates Brian Hilson/ Danita Andrews/ Patrick Rooney b. Northwest Florida Defense Coalition **Rick Byars** c. Partner Updates (Century/Pensacola/Escambia) David Peaden d. October 1, 2024 – September 30, 2025 FloridaWest Budget Brian Hilson

10. New Business

11. Adjournment

Fiscal Year Meeting Schedule

7.23.24 FW FYE 25 Budget Due to PEDC for Approval per Interlocal Agreement – FYE 25 PEDC Budget Due 8.27.24 Board Officer Nominations

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



PEDC Board of Directors Meeting
April 23rd, 2024 Time: 10:00 a.m.
CO:LAB 418 W Garden St. Pensacola, FL
First Floor Conference Room

MINUTES

- 1. Call to Order: Chairman David Peaden called the meeting to order at 10:00 a.m.
- 2. Public Notice: Tabitha Lee confirmed public notice was made on 03/22/24.
- 3. Roll Call

Chairman David Peaden: Present Commissioner Steven Barry: Present City Councilwoman Allison Patton: Present Commissioner Jeff Bergosh: Present Century Town Council member Appointee: Alicia Johnson Absent City Councilman Charles Bare: Present Dr. LuSharon Wiley: Present Erica Grancagnolo: Present Dave Hoxeng: Present

Staff and support: Brian Hilson, Tabitha Lee, Danita Andrews, Patrick Rooney, Troupe Brewer,

Jessica Scholl

Public: John Walsh and David Murzin

Commissioner Barry noted that attendance by the City has been consistently strong.

- 4. Public Comment: Chairman Peaden requested public comment, and no comment was given.
- 5. Approval of 04/23/24 Board Meeting Agenda
 - a. Commissioner Barry moved to approve.
 - b. Dave Hoxeng seconded.
 - c. Passed unanimously.
- 6. Approval of March 19, 2024 Board Meeting Minutes
 - a. Charles Bare moved to approve.
 - b. Commissioner Barry seconded.
 - c. Passed unanimously.
- 7. Approval of financials. Brian Hilson led a review of the March 31, 2024 financial statements, including income and expenses.
 - a. Commissioner Barry moved to approve.
 - b. Dave Hoxeng seconded.
 - c. Passed unanimously.
- 8. Program Updates Staff Updates:
 - a. Brian Hilson provided updates on several projects, including Tech Park. Mr. Hilson discussed the status of architectural plans and initial build-out focusing on the northeast portion of the property potentially adding a 60,000 ft² building. As the land is owned by PEDC, it's important to understand how it will be conveyed, along with the final pricing of the infrastructure. Both Commissioner Barry and Mayor Reeves will be actively involved in this project and will participate in further discussions. This collaborative approach ensures that all aspects of the project are thoroughly considered and addressed. Mr. Hilson shared insights about a prospective OLF8 candidate that requires 20 acres of land. The company's timing requires construction and occupancy by the fall of 2025 with employment up to 125 workers. Revisions to the OLF8 master plan and installation of water, sewer and road infrastructure must be expanded. Dave Hoxeng asked if the project would be considered commercial or industrial? Mr. Hilson explained this project will be a distribution center

occupying an industrial building of 100,000 ft². Danita Andrews discussed an award notification from the University of West Florida (UWF), which administers the Industry, Resilience, and Diversification Fund (IRDF). FloridaWest is collaborating with several companies in anticipation of project announcements, including Skynet and Yellowtail. Skynet is expected to create 14 new jobs with an average wage of \$105,000 with capital investment of \$1.35 million. Yellowtail is projected to generate 36 new jobs with an average wage of \$55,000 and a \$5.2 million capital investment. The IRDF funds have played a crucial role in supporting a broad range of projects. Ms. Andrews also mentioned that FloridaWest is in the preliminary stages of working with a chemical-related company for a site at The Bluffs. This company is seeking a location with over 250 acres and aims to create 100 jobs. The project necessitates access to rail and a deepwater port.

- b. Northwest Florida Defense Coalition: No report
- 9. Partner Updates (Century/Pensacola/Escambia): Commissioner Jeff Bergosh had an opportunity to meet with Admiral Scott Gray, Admiral Quinn, Derick Walker and others, in Washington, D.C. Admiral Gray oversees operations at every Navy base. The discussion was over funding related to hangars and traffic matters. Commissioner Bergosh emphasized a commitment to the Blue Angels. Admiral Quin was actively involved in discussions. They explored traffic concerns and potential modifications to include allowing early car access at the base. Councillor Allison Patton raised the question of traffic issues as a national security concern. Commissioner Bergosh acknowledged that issue is being addressed in addition to navigating funding, traffic, security and personnel matters while ensuring the Blue Angels' presence. Erica Grancagnolo shared information about the upcoming ribbon-cutting event scheduled for Bruce Beach on May 10th. Commissioner Bergosh and Commissioner Barry mentioned a new letter of interest on the South portion of OLF8 and emphasized the importance of the terms outlined within it.
- 10. Bylaws Update: Troupe Brewer communicated that the bylaws have been revised as per the request from the last board meeting. The final version, which was approved in the previous meeting, is included in the packet to reflect these updates.
- 11. Other Business
 - i. None
- 12. Adjourn: Chairman David Peaden adjourned the meeting at 10:55 a.m.

Fiscal Year Meeting Schedule

5.28.24

6.25.24

7.23.24

8.27.24

9.24.24

PEDC Profit & Loss Budget Performance

October 2023 - May 2024

| | Actual | Budget | ov | er Budget | % of Budget |
|--------------------------------|--------------------|--------------------|-----|-------------|-------------|
| Income | | | | | |
| 4000 City of Pensacola Income | 131,250.00 | 175,000.00 | | -43,750.00 | 75.00% |
| 4100 Escambia County Income | 450,000.00 | 600,000.00 | | -150,000.00 | 75.00% |
| 4400 Foreign Trade Zone Income | 2,778.02 | 1,500.00 | | 1,278.02 | 185.20% |
| 4520 FOIL Income | 306,358.31 | 500,000.00 | | -193,641.69 | 61.27% |
| 4600 Pegasus Income | 261,472.37 | 387,000.00 | | -125,527.63 | 67.56% |
| 4800 Interest Income | 18,731.12 | 19,000.00 | | -268.88 | 98.58% |
| 4950 Miscellaneous | 240.00 | 2,750.00 | | -2,510.00 | 8.73% |
| Total Income | \$ 1,170,829.82 | \$ 1,685,250.00 | -\$ | 514,420.18 | 69.48% |
| Gross Profit | \$ 1,170,829.82 | \$ 1,685,250.00 | -\$ | 514,420.18 | 69.48% |
| Expenses | | | | | |
| 5004 Economic Development | 506,250.00 | 675,000.00 | | -168,750.00 | 75.00% |
| 5010 Foreign Trade Zone | 0.00 | 1,250.00 | | -1,250.00 | 0.00% |
| 5100 Audit Fees | 9,200.00 | 12,000.00 | | -2,800.00 | 76.67% |
| 5310 Insurance - D&O Liability | 6,184.23 | 8,000.00 | | -1,815.77 | 77.30% |
| 5320 Legal Expenses | 2,596.00 | 7,500.00 | | -4,904.00 | 34.61% |
| 5330 Bank Service Charges | 0.00 | 100.00 | | -100.00 | 0.00% |
| 5340 Special District Fees | 0.00 | 200.00 | | -200.00 | 0.00% |
| 5400 Technology Park Expenses | 11,219.05 | 26,000.00 | | -14,780.95 | 43.15% |
| 5420 FOIL Expenses | 427,217.54 | 500,000.00 | | -72,782.46 | 85.44% |
| 5500 New Project Expense | 10,733.50 | 80,000.00 | | -69,266.50 | 13.42% |
| 5600 Miscellaneous Expense | 0.00 | 200.00 | | -200.00 | 0.00% |
| 5750 Pegasus Expense | 77,560.41 | 375,000.00 | | -297,439.59 | 20.68% |
| Total Expenses | \$ 1,050,960.73 | \$ 1,685,250.00 | -\$ | 634,289.27 | 62.36% |
| Net Operating Income | \$ 119,869.09 | \$ 0.00 | \$ | 119,869.09 | |
| Net Income | \$ 119,869.09 | \$ 0.00 | \$ | 119,869.09 | |
| | | | | | |

PEDC

Balance Sheet

As of May 31, 2024

| A3 01 may 01, 2024 | | Total | |
|--------------------------------------|-----|---------------|---|
| ASSETS | | | • |
| Current Assets | | | |
| Bank Accounts | | | |
| 1012 Checking - Hancock Bank | | 409,972.21 | Account used to pay bills |
| 1111 HW Money Market | | 540,900.18 | To be used to float Bluffs bills once construction starts |
| Total Current Assets | \$ | 950,872.39 | • |
| Fixed Assets | | | |
| 1500 Land | | 8,325,000.00 | Tech Park Land |
| 1500-01 Land - Pegasus | | 300,000.00 | Pegasus Land |
| Total 1500 Land | \$ | 8,625,000.00 | • |
| 1600 Land Improvements - Tech Park | | 3,243,106.03 | Reimbursed costs incurred from 2008 to 2019. |
| 1700 Building - Pegasus | | 8,100,000.00 | Pegasus Building Value |
| Total 1700 Building - Pegasus | \$ | 8,100,000.00 | • |
| 1799 Allowance for Fair Value Adj | | -5,718,106.03 | To mark down the Tech Park to the 2013 appraised value. |
| Total Fixed Assets | \$ | 14,250,000.00 | • |
| Other Assets | | | |
| 1400 Rent Receivable | | 2,134,116.70 | Receivable money from Pegasus over the life of their lease. |
| Total Other Assets | \$ | 2,134,116.70 | • |
| TOTAL ASSETS | \$ | 17,334,989.09 | • |
| LIABILITIES AND EQUITY | | | |
| Liabilities | | | |
| Current Liabilities | | | |
| Accounts Payable | | | |
| 2100 Accounts Payable | | -30,183.58 | Pegasus made two payments in May. |
| Total 2100 Accounts Payable | -\$ | 30,183.58 | |
| 2500 Sales Tax Payable | | 2,625.23 | Sales Tax did not submit. Submitted in June. |
| Total Accounts Payable | -\$ | 27,558.35 | |
| Other Current Liabilities | | | |
| 2122 Tech Park Payable - County LOC | | 2,332,284.00 | Upon tech park sale will need to be paid to the county. |
| Total Other Current Liabilities | \$ | 2,332,284.00 | |
| Total Current Liabilities | \$ | 2,304,725.65 | |
| Long-Term Liabilities | | | |
| 2800 Deferred Revenues | | 2,528,794.00 | |
| 2810 Deferred Grant Income - Pegasus | | 2,060,220.10 | |
| 2900 Due to Pegasus | | 5,395,413.49 | |
| Total Long-Term Liabilities | \$ | 9,984,427.59 | |
| Total Liabilities | \$ | 12,289,153.24 | |
| Equity | | | |
| 32000 Unrestricted Net Assets | | 4,812,459.56 | |
| 3202 Economic Development Projects | | 61,198.00 | ECUA contributed to be used for impact fees. |
| 3203 Commerce Park Impr/Mktg | | 52,309.20 | Restricted to be used for future commerce parks. |
| Net Income | | 119,869.09 | |
| Total Equity | \$ | 5,045,835.85 | |
| TOTAL LIABILITIES AND EQUITY | \$ | 17,334,989.09 | |
| | | | |



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

#Employees

Sector

| New Jobs | Retained Jobs | Average Wage | Capital Investment |
|----------------|------------------|-----------------|-----------------------|
| 1,630 | 662 | \$65,096 | \$2,936,703,000 |
| Primary Ta | arget Industry | | |
| Aviation/A | erospace 🛑 | | |
| Business | Services | | |
| Cybe | r Security | | 29 |
| Distribution | /Logistics | | 20 |
| Hea | dquarters 🔵 | | |
| Man | ufacturing 🌑 | | |
| Research & Dev | elopment | | |

YTD Existing Industry Visits = 22

2024-2029

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



FEBRUARY

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

2014 - 2023

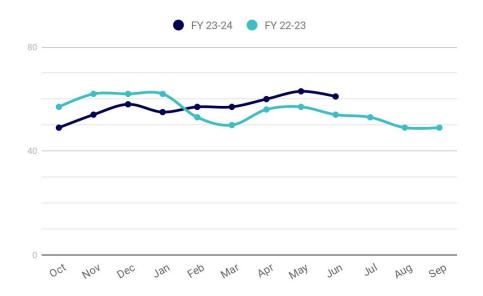
59 PROJECTS ANNOUNCED 11 New Relocations **48** LOCAL EXPANSIONS

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



June 2024

Occupancy (Goal: 80%)

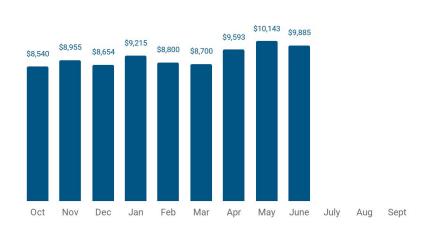


6,181 SQ. FT. OF 10,206 TOTAL

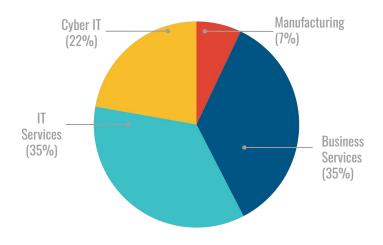
20 COMPANIES

54 EMPLOYEES

Revenue



Employees by Industry





JUNG ZUZ4 Occupancy report

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

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

Community

Alumni

Snap Soccer, Feb '24 Brewww, 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 '79 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

FloridaWest Economic Development Alliance Budget Worksheet

FY 2023 vs FY 2024

| | Oct 1, 2 | 2023 - Sept 30, 2024 | Oct 1, 20 | 024 - Sept 30, 2025 | | 23 - Sept 30 2024 rue Actual |
|---|----------|----------------------|-----------|---------------------|-------------------------------|---------------------------------|
| Revenue | | | | | | |
| 4000 Membership Dues | \$ | 200,000.00 | \$ | - | | \$ 200,000.00 |
| 4200 Investor Membership Dues | \$ | 90,000.00 | \$ | 230,000.00 | All Member Dues Now | \$ 30,000.00 |
| 4410 Non-Dues Income | \$ | 5,400.00 | \$ | - | | \$ 5,400.00 |
| 4420-01 City of Pensacola | \$ | 150,000.00 | \$ | 150,000.00 | | \$ 150,000.00 |
| 4430 PEDC | \$ | 675,000.00 | \$ | 675,000.00 | | \$ 675,000.00 |
| 4500 CoLab Income | \$ | 117,000.00 | \$ | 123,000.00 | | \$ 117,000.00 |
| 4512 Miscellaneous Income | \$ | 400.00 | \$ | - | | \$ 400.00 |
| 4513 CD Interest Income | \$ | 4,500.00 | | | | \$ 4,500.00 |
| 4520 New Revenue | \$ | 327,850.00 | \$ | 450,000.00 | | \$ 200,000.00 |
| Total Revenue | \$ | 1,570,150.00 | \$ | 1,628,000.00 | • | \$ 1,382,300.00 |
| Expenditures | | | | | | |
| NEW Economic Development Funding Campaign Management | | | \$ | 25,000.00 | | |
| 5005 Bank & Credit Card Fees | \$ | 650.00 | \$ | 650.00 | | \$ 650.00 |
| 5060 Marketing, Adv & Promo/Investor (Remove Adv) | \$ | 18,000.00 | \$ | 18,900.00 | Florida's Great Northwest (31 | \$ 28,000.00 |
| NEW 5060f Media Relations and Advertising | | | \$ | 61,938.00 | DCI | |
| 5060a Marketing - Website | \$ | 18,000.00 | \$ | 30,000.00 | | \$ 24,000.00 |
| 5060b Business Development | \$ | 12,000.00 | \$ | 12,000.00 | | \$ 5,000.00 |
| 5060c Prospect Development | \$ | 24,000.00 | \$ | 14,172.00 | | \$ 2,500.00 |
| 5060d Consulting | \$ | 212,000.00 | \$ | - | Funding Solutions | \$ 212,000.00 |
| 5060e Tradeshows | \$ | 6,000.00 | \$ | 7,200.00 | | \$ 6,645.00 |
| 5559 Talent Attraction Marketing | \$ | 12,000.00 | \$ | 12,000.00 | | \$ - |
| 5680 Cyber Website | \$ | 18,000.00 | \$ | 6,000.00 | Cyber Coast Website | \$ 7,500.00 |
| Total 5060 Marketing, Adv & Promo/Investor | \$ | 320,000.00 | \$ | 162,210.00 | | \$ 285,645.00 |

| 5066 Database/Research | \$ 20,000.00 | \$ 30,000.00 | Salesforce, GIS Planning | \$ 22,000.00 |
|--------------------------------------|-----------------|-----------------|------------------------------|-----------------|
| 5100 Audit Expense | \$ 30,800.00 | \$ 40,000.00 | Bookkeeping and Audit Fees | \$ 45,000.00 |
| 5105 Legal Fees | \$ 20,000.00 | \$ 25,000.00 | | \$ 20,000.00 |
| 5120 Auto Travel | \$ 10,000.00 | \$ 9,000.00 | | \$ 6,000.00 |
| 5140 Business Travel | \$ 35,000.00 | \$ 30,000.00 | | \$ 16,000.00 |
| 5200 Dues & Subscriptions | \$ 12,500.00 | \$ 7,500.00 | PNJ, NAIOP, Sam's Club, Nota | \$ 6,600.00 |
| 5310 Insur-D&O/Liab/Umbrella/EPLI | \$ 8,000.00 | \$ 15,000.00 | | \$ 13,000.00 |
| 5410 Maint & Repair- Computers | \$ 24,000.00 | \$ 32,000.00 | | \$ 28,000.00 |
| 5440 Meeting Expense | \$ 3,000.00 | \$ 3,500.00 | | \$ 3,000.00 |
| 5500 CoLab Expenses | | | | |
| 5500-03 CoLab Building Expense | \$ 4,000.00 | \$ 4,000.00 | | \$ 4,300.00 |
| 5500-01 CoLab Rent Expense | \$ 56,250.00 | \$ 56,250.00 | | \$ 56,250.00 |
| 5500-02 CoLab IT Expense | \$ 500.00 | \$ 500.00 | | \$ 1,300.00 |
| 5500-02a Internet | \$ 5,000.00 | \$ 5,000.00 | | \$ 3,500.00 |
| 5500-02b IT Monthly Fee | \$ 7,500.00 | \$ 7,875.00 | | \$ 12,500.00 |
| 5500-02c Extra IT Services | \$ 1,000.00 | \$ 1,200.00 | | \$ 500.00 |
| Total 5500-02 CoLab IT Expense | \$ 14,000.00 | | _ | \$ 17,800.00 |
| 5500-03a Cleaning Fees | \$ 12,000.00 | \$ 12,000.00 | | \$ 14,500.00 |
| 5500-03c Moving Expense - CoLab | \$ 2,000.00 | \$ 2,000.00 | | \$ 1,600.00 |
| 5500-04 CoLab Insurance | \$ 2,500.00 | \$ 3,000.00 | Actual? | \$ 2,500.00 |
| 5500-09 CoLab Dues | \$ 700.00 | \$ 700.00 | . <u>-</u> | \$ 700.00 |
| Total 5500-03 CoLab Building Expense | \$ 91,450.00 | | | \$ 97,650.00 |
| 5500-07 CoLab Programming | \$ 2,450.00 | \$ 2,500.00 | | \$ 2,450.00 |
| 5500-03b Water Delivery-Monthly | \$ 1,200.00 | \$ 1,200.00 | | \$ 1,200.00 |
| 5500-05 CoLab Copier Expense | \$ 6,000.00 | \$ 9,000.00 | | \$ 4,712.00 |
| 5500-06 CoLab Supplies | \$ 2,000.00 | \$ 2,100.00 | | \$ 3,000.00 |
| 5500-07a Taco Thursday | \$ 4,250.00 | \$ 4,500.00 | | \$ 5,000.00 |
| 5500-07c Policy Board | \$ 250.00 | \$ 1,000.00 | | \$ 260.00 |
| 5500-07d EEG | \$ 400.00 | \$ 400.00 | | \$ 315.00 |
| 5500-08 CoLab Marketing | \$ 8,000.00 | \$ 8,000.00 | | \$ 8,500.00 |
| 5500-10a QB Expenses - Running Rent | \$ 500.00 | \$ 600.00 | | \$ 600.00 |

| Total 5500-07 CoLab Programming | \$ 25,050.00 | | | \$ 26,037.00 |
|-------------------------------------|--------------------|--------------------|------------------------------|--------------------|
| 5500-14 CoLab Legal Fees | | | | \$ 6,200.00 |
| 5500-10 CoLab Miscellaneous Expense | \$ 500.00 | \$ 500.00 | | \$ 500.00 |
| Total 5500 CoLab Expenses | \$ 117,000.00 | | • | \$ 130,387.00 |
| 5600 Miscellaneous Expense | \$ 350.00 | \$ 350.00 | | \$ 350.00 |
| 5610 Postage | \$ 600.00 | \$ 600.00 | PO Box and Stamps | \$ 660.00 |
| 57000 Employee Wages & Benefits | \$ 770,000.00 | \$ 955,000.00 | | \$ 620,000.00 |
| 5800 Supplies | \$ 2,750.00 | \$ 2,900.00 | | \$ 2,800.00 |
| 5915 Telephone | \$ 4,000.00 | \$ 2,800.00 | Cox | \$ 2,800.00 |
| 5925 Cell Phones | \$ 7,000.00 | \$ 7,500.00 | Verizon | \$ 6,300.00 |
| 5954 Copier Expense | \$ 500.00 | \$ 250.00 | | \$ 200.00 |
| Total 5980 Rent Expense | \$ 55,000.00 | \$ 55,000.00 | (Check Annual Info) | \$ 55,000.00 |
| 6000 Professional Services | | | | |
| 6000c Advocacy | \$ 60,000.00 | \$ 30,000.00 | Northwest Florida Defense Co | \$ 20,000.00 |
| 6000d Marketing Consultant | \$ 69,000.00 | \$ 71,415.00 | Buzz Marketing | \$ 69,000.00 |
| Total 6000 Professional Services | \$ 129,000.00 | | - | \$ 89,000.00 |
| Total Expenditures | \$ 1,570,150.00 | \$ 1,628,000.00 | • | \$ 1,353,392.00 |
| Net Revenue | \$ - | \$ _ | • | \$ 28,908.00 |



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
 - o Total followers: 596 ↑
- LinkedIn

 - 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: 2Total 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
 - o Page new likes: 2
 - o 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.
 - o 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