



PEDC Board of Directors Meeting
August 27, 2024 Time: 10:00 a.m.
CO:LAB Pensacola, 418 Garden Street, Pensacola
First Floor Conference Room

AGENDA

- | | |
|---|----------------------------|
| 1. Call to Order | Steven Barry |
| 2. Public Notice (July 24, 2024) | Tabitha Lee |
| 3. Roll Call | Tabitha Lee |
| 4. Public Comment | Steven Barry |
| 5. Approval of Agenda | Steven Barry |
| 6. Approval of July 23, 2024 Minutes | Steven Barry |
| 7. Approval of July 2024 Financial Statements | Allison Patton |
| 8. Executive Board Nominations | Steven Barry |
| a. Chairman | |
| b. Vice Chairman | |
| c. Secretary/Treasurer | |
| d. Review of FY 24-25 Meeting Schedules | |
| 9. Program & Staff Updates: | |
| a. Business Development | Rick Byars/ Danita Andrews |
| b. CO:LAB | Patrick Rooney |
| c. Northwest Florida Defense Coalition | Rick Byars |
| d. Partner Updates (Century/Pensacola/Escambia) | Steven Barry |
| 10. New Business | |
| 11. Adjournment | |

Fiscal Year Meeting Schedule

- 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)

Fiscal Year 24-25 Meeting Schedule

Board Meeting: 4th Tuesday of each month from October 2024 to September 2025:

- **October 2024:** October 22, 2024
- **November 2024:** November 26, 2024 Week of Thanksgiving potential cancel
- **December 2024:** December 24, 2024 Week of Christmas potential cancel
- **January 2025:** January 28, 2025
- **February 2025:** February 25, 2025
- **March 2025:** March 25, 2025
- **April 2025:** April 22, 2025
- **May 2025:** May 27, 2025
- **June 2025:** June 24, 2025
- **July 2025:** July 22, 2025 FYE 25/26 Budget Due to the PEDC approval per interlocal agreement
- **August 2025:** August 26, 2025 Board officer nominations
- **September 2025:** September 23, 2025 Board Elections



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

Minutes

1. Call to Order: Commissioner Steven Barry called the meeting to order at 10:02 a.m.
2. Public Notice: Tabitha Lee confirmed public notice was published on June 21, 2024.
3. Attendance:

Chairman David Peaden:	Absent
Commissioner Steven Barry:	Present
City Councilwoman Allison Patton:	Present
Commissioner Jeff Bergosh:	Absent
Century Town Council member Appointee: Alicia Johnson	Present
City Councilman Charles Bare:	Present
Dr. LuSharon Wiley:	Present
Dave Hoxeng:	Present
FloridaWest Appointee: Donnie McMahon	Absent
Staff and support: Tabitha Lee, Danita Andrews, Patrick Rooney, Troupe Brewer, Jessica Scholl	
4. Public Comment: Commissioner Barry recognized the public and requested public comment, and no comment was given.
5. Approval of the Agenda

Councilman Bare moved to approve; Dr. Wiley seconded.
Passed unanimously.
6. Approval of June 25, 2024 Minutes

Councilman Bare moved to approve; Mr. Hoxeng seconded.
Passed unanimously.
7. Approval of June financials.

Councilwoman Patton highlighted financial footnote clarifications for the Board's review and provided an overview of the YTD income and expenses.
Councilwoman Patton moved to approve.
Mr. Hoxeng seconded.
Passed unanimously.
8. Program & Staff Updates:
 - a. Business Development - Danita Andrews provided a project update. She included recently identified rail access opportunities. The OLF8 property has received a new letter of intent, which is currently under review. Staff continues to prioritize development opportunities for Technology Park.
 - b. CO:LAB: Patrick Rooney provided a CO:LAB operations update, including two new tenants, one of which produces high-end electronic equipment. CO:LAB tenancy is currently at approximately 65% capacity.
 - c. Northwest Florida Defense Coalition: Rick Byars provided an update on lobbying efforts to promote increased military support. The organization is working to procure funds for hangar construction at NAS Pensacola and Whiting Field, as well as a childcare facility at

Whiting Field. Childcare continues to present a national military issue. NWFDC is additionally endeavoring to identify military grant opportunities and ensure conformity to administrative and qualification criteria for increased grant success. Mr. Hoxeng expressed his commitment on behalf of PEDC to support military and educational projects.

- d. FloridaWest CEO: David Bear and Rick Byars updated the Board regarding the departure status of FloridaWest CEO, Brian Hilson, due to family health reasons. FloridaWest's Executive Committee will be engaged in maintaining continuity during the transition and has voted to recommended Rick Byars as Interim CEO. Mr. Bear and Mr. Byars provided updates regarding ongoing campaign investment conferences, business development support priorities, efficiency improvements, and top strategic expansion goals. Councilwoman Patton and Mr. Byars discussed implementing financial efficiencies.
 - e. Partner Updates (Century/Pensacola/Escambia): Commissioner Barry provided an update on recent County meetings regarding OLF8.
9. New Business:
- a. Technology Park: Councilwoman Patton discussed Hilson's recent efforts surrounding the Technology Park property, including their conversations around opportunities to define and promote a greater technology innovation district. Councilwoman Patton identified examples of existing innovative technology potential partners and invited continued discussion around a cohesive technology businesses identity. Councilman Bare inquired regarding the status of the EDA grant covenants and expressed support for an expanded innovation district concept. The Board discussed the status of adjacent and surrounding parcels and projects, including housing, the FPL property, and anticipated collaboration with the City's Vision 2035 strategic plan. Mr. Hoxeng discussed securing an initial tenant, Space Florida's prior design efforts, and tax financing district opportunities.
 - b. Mr. Hoxeng led a conversation regarding real property assets, and the proactive efforts undertaken in Santa Rosa County. Staff provided an update on site identification efforts and initiatives. Commissioner Barry highlighted Escambia County's historical efforts supportive of economic development, perspective on disposition of current County real property parcels, and the importance of information network building in development.
 - c. Dr. Wiley discussed how PEDC may support FloridaWest's new CEO on building relationships and promoting the greater area's success.
 - d. Danita Andrews invited the group to join Paradigm Parachute for an upcoming open house on at its primary location on Wednesday, July 31 at 9am.
 - e. Brian Wyer invited the group to participate in upcoming Community Redevelopment Agency Planning Workshops at the Chamber building, on July 23, August 7, and August 12, as well as an event on September 12, 2024, for a procurement diversity workshop.
10. Adjournment: Commissioner Barry adjourned the meeting at 11:07 a.m.

Fiscal Year 2024 Meeting Schedule

8.27.24

9.24.24

PEDC
Profit & Loss Budget Performance
October 2023 - July 2024

	Total			
	Actual	Budget	over Budget	% of Budget
Income				
4000 City of Pensacola Income	175,000.00	175,000.00	0.00	100.00%
4100 Escambia County Income	600,000.00	600,000.00	0.00	100.00%
4400 Foreign Trade Zone Income	2,778.02	1,500.00	1,278.02	185.20%
4520 FOIL Income	494,248.37	500,000.00	-5,751.63	98.85%
4600 Pegasus Income	321,074.51	387,000.00	-65,925.49	82.96%
4800 Interest Income	23,492.45	19,000.00	4,492.45	123.64%
4950 Miscellaneous	300.00	2,750.00	-2,450.00	10.91%
Total Income	\$ 1,616,893.35	\$ 1,685,250.00	-\$ 68,356.65	95.94%
Gross Profit	\$ 1,616,893.35	\$ 1,685,250.00	-\$ 68,356.65	95.94%
Expenses				
5004 Economic Development	675,000.00	675,000.00	0.00	100.00%
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	6,988.19	8,000.00	-1,011.81	87.35%
5320 Legal Expenses	4,543.00	7,500.00	-2,957.00	60.57%
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	19,525.15	26,000.00	-6,474.85	75.10%
5420 FOIL Expenses	568,950.27	500,000.00	68,950.27	113.79%
5500 New Project Expense	14,846.50	80,000.00	-65,153.50	18.56%
5600 Miscellaneous Expense	0.00	200.00	-200.00	0.00%
5750 Pegasus Expense	96,587.59	375,000.00	-278,412.41	25.76%
Total Expenses	\$ 1,395,640.70	\$ 1,685,250.00	-\$ 289,609.30	82.82%
Net Operating Income	\$ 221,252.65	\$ 0.00	\$ 221,252.65	
Net Income	\$ 221,252.65	\$ 0.00	\$ 221,252.65	

PEDC
Balance Sheet
As of July 31, 2024

	<u>Total</u>	
ASSETS		
Current Assets		
Bank Accounts		
1012 Checking - Hancock Bank	302,873.74	Account used to pay bills
1111 HW Money Market	545,661.51	To be sued to float Bluffs bills once construction starts
Total Bank Accounts	\$ 848,535.25	
Accounts Receivable		
1200 Accounts Receivable	193,750.00	City and County funding - Q4
Total Accounts Receivable	\$ 193,750.00	
Total Current Assets	\$ 1,042,285.25	
Fixed Assets		
1500 Land		
1500-01 Land - Pegasus	8,325,000.00	Tech Park Land
Total 1500 Land	\$ 300,000.00	Pegasus Land
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
1700-01 Accumulated Depreciation - Pega	0.00	
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	2,092,776.72	Receivable money from Pegasus over the life of their lease
Total Other Assets	\$ 2,092,776.72	
TOTAL ASSETS	\$ 17,385,061.97	
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2100 Accounts Payable	714.44	Bill paid in August
Total Accounts Payable	\$ 714.44	
Other Current Liabilities		
2122 Tech Park Payable - County LOC	2,332,284.00	Upon tech park sales will need to be paid to the county
Total Other Current Liabilities	\$ 2,332,284.00	
Total Current Liabilities	\$ 2,332,998.44	
Long-Term Liabilities		
2800 Deferred Revenues	2,528,794.00	
2810 Deferred Grant Income - Pegasus	2,016,242.10	
2900 Due to Pegasus	5,354,073.51	
Total Long-Term Liabilities	\$ 9,899,109.61	
Total Liabilities	\$ 12,232,108.05	
Equity		
32000 Unrestricted Net Assets	4,818,194.07	
3202 Economic Development Projects	61,198.00	ECUA contributed to be used for impact fees
3203 Commerce Park Impr/Mktg	52,309.20	Restricted ot be used for future commerce parks
Net Income	221,252.65	
Total Equity	\$ 5,152,953.92	
TOTAL LIABILITIES AND EQUITY	\$ 17,385,061.97	

BUSINESS DEVELOPMENT

August 7, 2024

Active Projects	31
Active Project Site Visits	14
Existing Industry Visits	38
Response Proposals	8

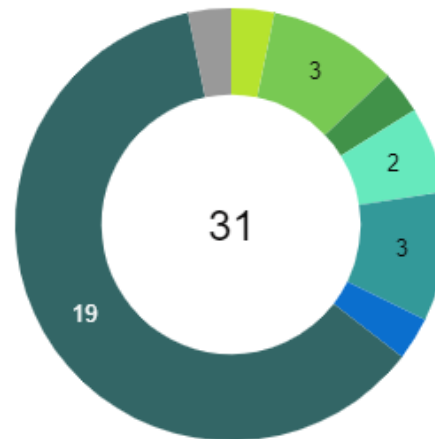
PROJECTS BY TARGET SECTOR

12 NEW LOCATIONS

19 LOCAL EXPANSIONS

New Jobs	Retained Jobs	Average Wage	Capital Investment
1,652	740	\$62,532	\$2,297,435,000

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



YTD EXISTING INDUSTRY VISITS = 38

		#Employees	Sector
7/1/2024 (1)	BlueWind Technology, LLC	105	Manufacturing
7/2/2024 (1)	ST Engineering	400	Aviation/Aerospace
7/11/2024 (1)	Mercury Machining Co., Inc.	40	Manufacturing
8/8/2024 (1)	Grupo GA230 (Algaplast)	2	Manufacturing

2024-2029

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



76 New Jobs, 74 Retained Jobs, \$53,532 Average Wage, \$7.1M Capital Investment
Received second IRDF Grant, doubled jobs & growth of manufacturing operations in 64,053 SF



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

2014-2026

61 PROJECTS ANNOUNCED

12 NEW RELOCATIONS

49 LOCAL EXPANSIONS

New Jobs	Retained Jobs	Average Wage	Annual Payroll	Capital Investment
7,559	988	\$58,302	\$498,307,194	\$831,358,003



News Release

For immediate release

Photo attached

Paradigm Parachute & Defense receives second UWF Grant

Pensacola, Fla. (July 25, 2024) – FloridaWest Economic Development Alliance announced that Paradigm Parachute & Defense, a disabled-veteran-owned small business, has received their second Industry Resilience and Diversification Fund (IRDF) grant. The grant, administered through the University of West Florida, will assist with the expansion of manufacturing operations in Pensacola.

This grant, made possible by a collaboration between FloridaWest and UWF, will allow Paradigm to continue to grow and create new jobs in Escambia County. The fund was established by the Florida Legislature, the Florida Department of Commerce and UWF to help Northwest Florida businesses grow, innovate and thrive.

Alexander Alvarado, co-owner and CEO of Paradigm, says the grant has allowed them to move into a larger building with an environment that is much more conducive to their manufacturing processes and more professional as well.

“With help from FloridaWest and the grant from UWF, we have created a place with room to grow and that tells our customers we are here to stay,” said Alvarado. “Our dream is to build a company that can stand the test of time, a company where the team is proud to work and a company with strong relationships with its customers and suppliers.”

Co-founder and CEO Aaron Nazaruk said choosing Pensacola was strategic.

“Choosing the Pensacola area was a strategic decision because of its rich aviation history, access to a skilled workforce and truly supportive business environment,” said Nazaruk. “Our new, larger facility signifies our commitment to growth and innovation, and allows us to expand our production capabilities and better serve our customers.”

FloridaWest Economic Development Alliance exists to grow the local economy by encouraging companies to relocate to the Pensacola area and by helping local companies grow. The FloridaWest team has been working with Paradigm to achieve its goals and dreams since 2020. Rick Byars, interim CEO for FloridaWest and past chair of the board of directors, said he is amazed by Paradigm's commitment to growth.

"The speed with which Paradigm is growing its business is staggering," said Byars. "In just a very short time, this company has grown from 15 employees to nearly 150, and now they've moved to a new site and increased their footprint, setting the stage for future growth. Right now, Paradigm Parachute is a leader in commercial, military, humanitarian, government and space operations and Pensacola is super proud of their accomplishments."

Dr. Martha Saunders, President of the University of West Florida, said IRDF grants have had a significant impact as a catalyst for growth in the region.

"UWF is supporting the Northwest Florida economy through the Industry Resilience and Diversification Fund," said Dr. Saunders. "We are pleased to continue collaborating with FloridaWest and our other regional partners, and are thrilled to witness the growth of Paradigm Parachute & Defense in our community."

Open House Event – News media invited to see new facility and manufacturing operations

July 31, 2024, 9 a.m.

Paradigm Parachute & Defense
7303 Plantation Road, Pensacola, FL

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About Paradigm Parachute & Defense: Paradigm Parachute & Defense Inc. is a service-disabled veteran owned small business (SDVOSB) founded in 2019 in Pensacola, Florida that provides high-quality, precision manufactured, military style parachute systems and associated defense products to global commercial, government, humanitarian and space exploration customers.

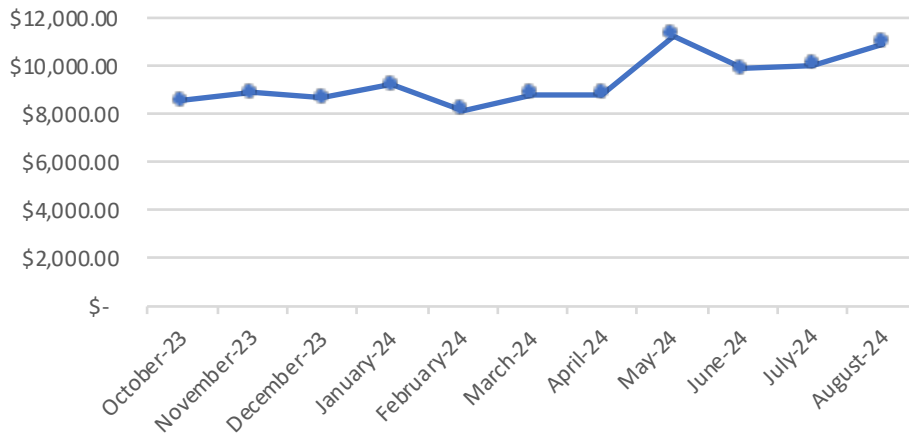
About FloridaWest Economic Development Alliance: FloridaWest Economic Development Alliance is the designated economic development organization for Pensacola and Escambia County. They are an alliance of public and private community leaders dedicated to collectively building, growing and sustaining the economic potential and prosperity of individuals, businesses and our Northwest Florida communities.

About University of West Florida: The University of West Florida was established in 1963 and is a top-choice institution of higher-education. Based in Pensacola with additional locations in the region, UWF is home to four academic colleges, offering a variety of bachelor's and master's degree programs, as well as specialist degrees, a doctorate in education and a Ph.D. in intelligent systems and robotics. With a student population of more than 14,000 and an average class size of less than 40, UWF provides an inclusive academic experience with world-class faculty. The University has awarded more

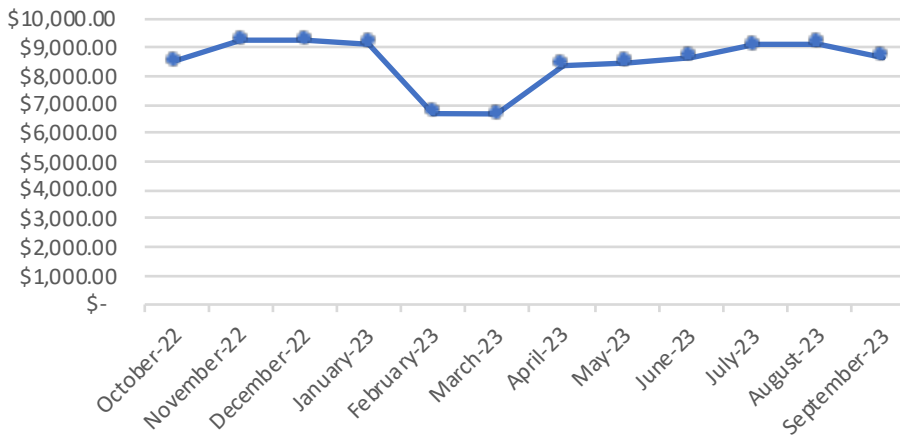
than 121,000 degrees to over 100,000 alumni. UWF also maintains a culture of excellence in athletics, leading the Gulf South Conference in all-time championships and all-sports trophies. A driver of economic impact in Northwest Florida and beyond, UWF generates approximately \$1.5 billion in total annual sales across the Florida economy.

CO:LAB Income Comparison FY 24 vs FY 23

CO:LAB Income FYE 9/30/24 Total



CO:LAB Income FYE 9/30/23 Total





CO:LAB Pensacola

Report for Policy Board as of 7/1/24



Occupancy (Goal: 80%)	Total Leasable Square Feet	Square Feet Occupied	Available	% Occupancy	Clients	Employees
1st Floor (sf)	2,280	2,280	0	100.00%	6	20
2nd Floor (sf)	3,952	2,613	1,339	66.12%	8	19
3rd Floor (sf)	3,974	1,916	2,058	48.21%	7	18
TOTAL SQUARE FEET:	10,206	6,809	Totals:	66.72%	21	57

Current Clients	Connection	Status	
Prospect Junkie	Tenant	4th	
Argo Cyber Systems	Tenant	3rd year	
Envision CMS	Tenant	3rd year	
National Energy USA	Tenant	3rd year	
Taste of Pensacola	Tenant	3rd year	
MediaTech Direct	Tenant	3rd year	
Morbi	Tenant	2nd year	
All Mine Lah	Tenant	2nd year	
Lifestyle Medicine Wellness & Recovery	Tenant	2nd year	
She Speaks and Inspires	Tenant	2nd year	
Mappica	Tenant	2nd year	
Accenture	Soft Landing Client	2nd year	
Gulf Coast 3D Metrology	Tenant	2nd year	
Screen Corps	Tenant	1st year	
Key Tutoring Resources	Tenant	1st year	
SwiftWorks Technology	Tenant	1st year	
McDuffy Presents	Tenant	1st year	
Sparks A Change	Tenant	1st year	
Melanie Joy Subconscious Journeys	Tenant	1st year	
Daniel Pennington Speaker Training	Tenant	1st year	
Wellin5	Virtual Tenant	1st year	
JES FL Co	Soft Landing Client	1st year	
Tocaro Blue	Tenant	1st year	
Exited Clients	Date of Entry	Co:Lab Status	Business Status
The Analyst Group	Mar-09	Graduated 7/15/12	Office space in Milton
Engineering & Planning Resources	Sep-10	Graduated 4/2014	Office space in downtown Pensacola
Accountingfly	Jun-12	Graduated 2/15/17	Office space in downtown Pensacola
Pay Cell Systems, Inc.	Aug-12	Graduated 6/01/16	Office space in Escambia County, then moved to Atlanta
FFCFC	Oct-12	Moved out 02/15/17	Office space in downtown Pensacola
Re Vera Services, LLC	Dec-12	Graduated 9/9/16	Bought office in downtown Pensacola
Intelligent Retinal Imaging Systems	Feb-14	Graduated 04/01/18	Office space in downtown Pensacola
Lost Key Media	May-14	Graduated 05/31/19	Moved out; Principal took position inside Primary Customer
Paint University	Jun-14	Graduated 2/1/17	Bought office/warehouse in downtown Pensacola
Clearstream	Aug-14	Graduated 9/1/16	Moved company to NYC
Robotics Unlimited, Inc.	Oct-14	Graduated 12/2015	Office space in downtown Pensacola
Jewel Graphics	Feb-15	Moved out 4/1/17	Continues as freelance developer
Hatchmark Studio	Oct-15	Graduated 08/01/18	Moved to Cowork Annex
Broker Frameworks	Dec-15	Moved Out 2/1/17	Moved into other office space in Pensacola
Koala Pickup	Jul-16	Moved Out 2/1/17	Dissolved company, no scalability
Hexad Analytics	Jul-16	Moved out 4/1/17	Dissolved company, loss of founder
EBI Management Group, Inc.	Nov-16	Graduated 3/1/20	Bought office building in downtown Pensacola
Pensacola Media Group, LLC.	Apr-17	Shut down 5/31/20	Company partners separated and shutdown
Robotics Unlimited, Inc.	May-17	Moved out 10/31/17	Company in idle state, took jobs out of town
Samantha Weaver	Jun-17	Moved out 9/30/19	Moved out
YourTechnoGeeks	Apr-18	Moved out 05/01/18	Returned to home office/ freelance work
Business RadioX	Jun-18	Moved out 06/25/18	Moved out
Greater Things Fitness	Sep-18	Moved out 9/30/19	Relocated to Gym facility in Pensacola
Social Icon	Feb-19	Moved out 5/31/20	Relocated to Longhollow Creative Studio
CoFlyt	Aug-19	Moved out 5/31/20	Relocated to The Jetty IoT Incubator
Right on Target Marketing	Aug-19	Moved out 5/31/20	Relocated for access to additional facilities
Qualia Is	Oct-19	Moved out 3/1/20	Business dissolved
Speaker Training	Mar-20	Moved out 5/31/20	Business impacted by COVID-19
Altius Marketing	Apr-20	Graduated 5/1/20	Relocated to office space in midtown Pensacola
Girl Catch Fire	Sep-18	Moved out 7/1/20	Office space in Pensacola
Coast Software, dba Building on Knowledge	Mar-17	Moved out 7/30/20	Business discontinued; New company formed
Data Revolution, LLC	Apr-17	Sally 9/16/20	Office space in Pensacola
Guided Particle Systems, Inc.	May-17	Sally 9/16/20	Office space at PSC
Warfighter Fitness	May-18	Sally 9/16/20	
N Star Investments	Oct-18	Sally 9/16/20	Moved company to VA
Tag Tech	Mar-19	Sally 9/16/20	Office space in Pensacola
Association Resource Solutions	Nov-19	Sally 9/16/20	
Angler Up	Jun-20	Sally 9/16/20	Office space in Pensacola
Vivid Bridge Studios	Jan-23	Graduated 2/1/23	Office space in Pensacola
128 Creative Collective	Mar-23	Moved out 3/1/23	Team working remote
RX:Stay	Apr-23	Moved out 5/31/23	Relocated
Master Butler Service Corp	Apr-23	Moved out 6/26/2023	Moved out
Doorknob Consulting	Aug-23	Moved out 8/31/2023	Moved out
Capacity Path	Jul-20	Moved out 8/17/2023	Relocated
Determinant Materials	Oct-22	Moved out 10/31/2023	Industrial Office Space in Pensacola
Maps & Legends Marketing (Spire Mk)	Jun-22	Moved out 12/1/2023	Business sold
Heart Crossed Films	Jan-21	Moved out 11/30/2023	Moved out
Brewww	Apr-22	Moved out 1/31/2024	Moved company to OH
Snap Soccer	Jun-18	Graduated 2/12/2024	Team working remote

Marketing & Communications Review

Website Metrics – Google Analytics - July over June 2024

Recommendation: Returning to a digital marketing campaign for each enterprise.

FloridaWest.com

- users ↑ 33% - ↑ 573 – total of 2,333 unique users
- page views ↓ 56% - ↓ 9,998 – total of 7,989 page views
- sessions ↑ 61% - ↑ 992 – total of 2619 sessions
- top cities: Cheyenne, Pensacola, Chicago, New York, Ashburn

CyberCoastFlorida.com

- users ↓ 81% - ↓ 403 – total of 92 users
- page views ↓ 82% - ↓ 803 – total of 172 page views
- sessions ↓ 79% - ↓ 408 – total of 107 sessions
- top cities: Ashburn, San Jose, Pensacola, New York, Atlanta

CO-LAB.com

- users ↓ 69% - ↓ 417 – total of 190 users
- page views ↓ 58% - ↓ 712 – total of 521 page views
- sessions ↓ 63% - ↓ 402 – total of 240 sessions
- top cities: Pensacola, Ashburn, Chicago, Dallas, New Orleans

Social Media Metrics – July over June 2024

Recommendation: Return to an ongoing marketing effort to promote our social pages.

FloridaWest

- Facebook
 - Reach: 1,100 ↑ 140% over previous period
 - Page views: 145 ↑ 130% over previous period
 - Page new likes: 3
 - Total likes/followers: 914 ↑
- Instagram
 - Reach: 181 ↑ 12% over previous period
 - Profile visits: 88 ↓ 25% over previous period
 - New followers: 8
 - Total followers: 604 ↑
- LinkedIn
 - Reactions: 408 ↑ by 28% over previous period
 - Page views: 135 ↑ 165% over previous period
 - New followers: 48
 - Total followers: 1351 ↑

CO:LAB

- Facebook
 - Reach: 966 ↑ by 53% over previous period
 - Page views: 76 ↓ by 17% over previous period
 - Page new likes: 2
 - Total likes: 996 ↓
- Instagram
 - Reach: 270 ↑ 30% over previous period
 - Profile Visits: 30 flat over previous period
 - New followers: 11
 - Total followers: 1,134 ↓
- LinkedIn
 - Reactions: 77 ↓ 27% over previous period
 - Page views: 47 ↑ 135% over previous period
 - New followers: 13
 - Total followers: 654 ↑

CyberCoast

- Facebook
 - Reach: 97 ↑ 62% over previous period
 - Page views: 19 ↑ 62% over previous period
 - Page new likes: 2
 - Total likes: 162 ↑
- Instagram
 - Reach: 89 ↓ 19% over previous period
 - Profile visits: 12 ↑ 9% over previous period
 - New followers: 9
 - Total followers: 338 ↓
- LinkedIn
 - Reactions: 10 ↓ 41% over previous period
 - Page views: 1 ↓ 92% over previous period
 - New followers: 0
 - Total followers: 180 flat

News, Events & More

- eNewsletter sent Friday, August 2
 - Please send any relevant economic development/community news to pr@floridawesteda.com
- Event: Paradigm Open house July 31 – WEAR TV-3 and Pensacola News Journal Covered event
- FTZ #249 Flyer and web page completed – see <https://bit.ly/FTZ249>
- The next Taco Thursday is August 29, noon at CO:LAB
- 1 Million Cups is Sept. 3, 9 a.m. at CO:LAB