

## **AGENDA**

- |   |                           |
|---|---------------------------|
| 1. Call to Order  | David Bear                |
| 2. Public Notice (August 26, 2024)  | Tabitha Lee               |
| 3. Roll Call  | Tabitha Lee               |
| 4. Public Comment   | David Bear                |
| 5. Approval of Agenda   | David Bear                |
| 6. Approval of August 27, 2024 Minutes  | David Bear                |
| 7. Approval of August 2024 Financial Statements   | Olevia McNally            |
| 8. Approval of Investor Levels and Benefits*  | David Bear                |
| 9. Committee Reports  |                           |
| a. Review September 13, 2024 Executive Committee Minutes  | David Bear                |
| b. Review September 20, 2024 Executive Committee Minutes*   |                           |
| 10. Annual Nominations:   | David Bear                |
| a. Executive Committee:   |                           |
| i. President:   |                           |
| ii. Vice President:   |                           |
| iii. Secretary:   |                           |
| iv. Treasurer:  |                           |
| b. Finance Committee:   |                           |
| v. Treasurer:   |                           |
| vi. At least 3 Total  |                           |
| c. Nominating Committee:  |                           |
| vii. 3-5 Total  |                           |
| d. Ad-Hoc Committees (at least one board member working with staff)                               |                           |
| i. Audit Committee  |                           |
| 1. Treasurer:   |                           |
| ii. Campaign Committee  |                           |
| 1. Board member(s)  |                           |
| e. FloridaWest Appointee: Current Appointment: Dr. Charletha Powell expires 9/30/24               |                           |
| f. Appointment to PEDC Nominations: Current appointments: Dave Hoxeng appointment expires 9/30/24 |                           |
| g. Project & Staff Updates:   |                           |
| i. Business Development   | Rick Byars/Danita Andrews |
| ii. CO:LAB  | Patrick Rooney            |
| iii. FloridaWest Built to Grow Campaign   | Rick Byars                |
| iv. Marketing & PR  | Jeff Rogers               |
| v. Northwest Florida Defense Coalition  | Rick Byars                |
| 11. Other Business  |                           |
| a. Update Board Member Information Cards  |                           |
| b. Confidentiality Agreement Renewal  |                           |
| c. Conflict of Interest Renewal   |                           |
| 12. Adjournment   |                           |

Potential action item \*

**Fiscal Year 24-25 Meeting Schedule**

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

- **October 22, 2024:**
- **November 18, 2024:**
- **December 17, 2024:**
- **January 28, 2025:**
- **February 25, 2025:**
- **March 25 2025:**
- **April 22, 2025:**
- **May 27, 2025:** FYE Budget Draft due
- **June 24, 2025:** FYE 25/26 Budget Due
- **July 22, 2025:** FYE 25/26 Budget Due to the PEDC approval per interlocal agreement  
Nominating committee meet
- **August 26, 2025:** Board officer nominations
- **September 23, 2025:** Board Elections

Executive Committee Meetings: 2nd Friday of each month from October 2024 to September 2025:

- **October 11, 2024**
- **November 8, 2024**
- **December 13, 2024**
- **January 10, 2025**
- **February 14, 2025**
- **March 14, 2025**
- **April 11, 2025**
- **May 9, 2025**
- **June 13, 2025**
- **July 8, 2025**
- **August 8, 2025**
- **September 12, 2025**

## **Minutes**

1. Call to Order: President David Bear called the meeting to order at 1:32 p.m.
2. Public Notice: Tabitha Lee confirmed public notice was published on July 24, 2024.
3. Attendance:
 

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
Chris Plaeger:	Present
City of Pensacola Appointee Matt Davis:	Absent
Jim Waite:	Present
KC Gartman	Absent
Dr. Meadows	Present
Dr. Marcus McBride	Absent
Verdell Hawkins	Present
Investors:	
Kelvin Enfinger	Present
Justin Beck	Present
Staff and support: Tabitha Lee, Danita Andrews, Jessica Scholl, Jeff Rogers, Patrick Rooney	
4. Public Comment: President Bear requested public comment and requested introductions of the Board Members and Investors present.
 

Gulf Coast Minority Chamber CEO, Brian Wyer, announced the Pensacola Supplier Development Exchange, a Network with Governmental Buyers and Small Business Marketing on September 10, 2024, at 9am at Sanders Beach-Corinne Jones Resource Center. Wyer thanked Florida Power and Light as well as the City and County for their support.

Kelvin Enfinger noted that Greenhut is raising funds on behalf of Escambia County through a Clay Sporting Event and he will circulate additional details upon request.

Dr. Meadows noted Pensacola State College's 2024 Day of Clays is calendared for October 5, 2024 with proceeds supporting PSC's students. PSC also will host its upcoming annual Pheasant Hunt on October 26, which is also a fundraiser for scholarships.

Danita Andrews noted that Adriane Slack, Regional Executive of the Federal Reserve will be visiting this week for a business roundtable.
5. Approval of the Agenda:
 

Tilley moved to approve the agenda; Hawkins seconded.  
Passed unanimously.
6. Approval of July 23, 2024 Minutes
 

McNally moved to approve; McMahon seconded.

Passed Unanimously.

7. Approval of July 2024 financials

Treasurer Olevia McNally led a review of the July financials, including the profit and loss statement and income. Hawkins inquired regarding timing of membership dues collections. McNally clarified that ECUA and FPL dues were recently remitted and Pensacola Energy and BDI will be shortly, and that all members are on track with membership invoices. McNally noted current total assets and equity. Byars clarified recent private sector funding of the campaign consultant from reserves. McNally provided an update on the recent financial policy review requested by CEO Byars.

Dr. Powell moved to approve the financials; Palmer seconded.

Passed unanimously.

8. Committee Reports

Rick Byars and President Bear provided an executive committee update regarding the CEO search, financial policies and purchase orders, and the status on transitioning to ACH payments.

9. Annual Nominations

Nominating Committee Chair, Don Palmer provided an update on the nominating committee meeting. The nominating committee nominates the following officers for FY 2025. President – David Bear, Vice President – Ryan Tilley, Secretary – Dr. Charletha Powell, Treasurer – Olevia McNally. Officers will be elected at the upcoming annual meeting. President Bear requested any additional Officer nominations from the floor. None were provided.

The nominating committee also nominated the following Investor Directors: Justin Beck of Stirling Property, Mike Morette of The Morette Company, Mark Roy of Arco, Charlie Sherrill of SouthState Bank, Kelvin Enfinger of Greenhut Construction, and Chris Plaeger of Bear General Contractors.

Palmer reminded board members of their duties and responsibilities and requested confirmation of willingness to serve.

McMahon moved to admit the recommended Investor Directors, contingent upon staff's confirmation of eligibility; Dr. Meadows seconded.

Passed unanimously.

10. PEDC Appointee Nominations. One of FloridaWest's two current appointees, Dave Hoxeng, is up for re-appointment in September 2024.

11. Review of FY 24-25 Meeting Schedule. The Board rescheduled upcoming meetings to November 18, 2024 and December 17, 2024, as well as July 8, 2025.

12. Projects and staff updates:

- a. Business Development update. Byars provided an update on the active projects, noting staff is engaged on over 30 projects. Byars discussed conversations with local robotics companies, as well as discussions with three companies interested in OLF8. He discussed local technology companies. Byars noted three current projects of interest at OLF8, which may result in high paying jobs including a medical device company. An updated Letter of Intent was recently provided to the County. Byars also discussed opportunities for Airbus suppliers and ancillary businesses. Staff discussed the status of the Bluffs, the unique qualities of utilities available,

and efforts to finalize an agreement with Ascend and the County to move forward with ingress and egress infrastructure improvements. McMahon requested staff provide an update for the new Board Members to further discuss the opportunities available at the Bluffs. Dr. Meadows discussed construction opportunities, as well as a recent presentation by Sovereign Ships. Dr. Meadows also recommended a status update on a unified task force to lead the development efforts on the Bluffs. Byars confirmed that BDI coordinated this effort in prior years and agreed with the recommendation to reinstitute this task force. The Board and staff expressed appreciation for Hawkins' and Andrews' efforts involving OLF8.

- b. CO:LAB: Patrick Rooney provided an update on CO:LAB operations, which is currently at 75% occupancy. Rooney noted Startup Source Pensacola Event to showcase resource providers as well as ITEN Wired upcoming in October.
  - c. Northwest Florida Defense Coalition: Byars provided an update on legislation to bring awareness to the hangars and facilitate repairs.
  - d. FloridaWest Campaign: President Bear and Rick Byars provided an update on the current campaign investor commitments.
  - e. Marketing: Jeff Rodgers provided marketing updates, including long-range metrics, recent June metrics, and upcoming August and September announcements. Rogers presented the updated Built to Grow campaign materials and requested Board Members contact him with any upcoming announcements. Rogers announced Tocaro Blue's location in Pensacola and invited the members to Taco Thursdays at COLAB to meet local entrepreneurs.
13. Other Business:
- President Bear provided an update on the CEO search being conducted through NextMove Group. Dr. Meadows recommended hosting a social meeting to introduce the new CEO once selected, and volunteered PSC space to host the event.

Dr. Meadows expressed appreciation to Triumph for recent aerospace grants for a A&P Mechanics Program.

Enfinger provided an update on the American Magic construction progress.

14. Adjournment: President Bear adjourned the meeting at 2:56 pm.

### **Fiscal Year Meeting Schedule**

9.13.24 Executive Committee 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:

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Dr. Charletha Powell, Secretary  
FloridaWest Economic Development Alliance

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

	Aug 2024		Total		
	Actual	Actual	Budget	over Budget	% of Budget
Revenue					
4000 Membership Dues	\$ 30,000.00	\$ 190,000.00	\$ 200,000.00	\$ (10,000.00)	95.00% 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	\$ 37,500.00	\$ 150,000.00	\$ 150,000.00	\$ -	100.00% City of Pensacola
4430 PEDC	\$ -	\$ 675,000.00	\$ 675,000.00	\$ -	100.00% PEDC
4500 CoLab Income	\$ 11,099.26	\$ 92,734.73	\$ 117,000.00	\$ (24,265.27)	79.26%
4512 Miscellaneous Income	\$ -	\$ 325.00	\$ 400.00	\$ (75.00)	81.25%
4513 CD Interest Income	\$ -	\$ 4,849.85	\$ 4,500.00	\$ 349.85	107.77% Interest from CD that matured in Oct 2023
4520 New Revenue	\$ 10,000.00	\$ 20,000.00	\$ 327,850.00	\$ (307,850.00)	6.10% Built to Grow Revenue
Total Revenue	\$ 88,599.26	\$ 1,162,909.58	\$ 1,570,150.00	\$ (407,240.42)	74.06%
Expenditures					
5005 Bank & Credit Card Fees	\$ 363.77	\$ 433.77	\$ 650.00	\$ (216.23)	66.73%
5060 Marketing, Adv & Promo/Investor	\$ 3,776.00	\$ 20,372.76	\$ 18,000.00	\$ 2,372.76	113.18%
5060a Marketing - Website	\$ 1,701.00	\$ 6,504.40	\$ 18,000.00	\$ (11,495.60)	36.14% Web Hosting
5060b Business Development	\$ 224.07	\$ 5,777.13	\$ 12,000.00	\$ (6,222.87)	48.14% BD Meals
5060c Prospect Development	\$ -	\$ 1,705.32	\$ 24,000.00	\$ (22,294.68)	7.11% PD Meals
5060d Consulting	\$ 1,251.31	\$ 205,562.32	\$ 212,000.00	\$ (6,437.68)	96.96% Funding Solutions
5060e Tradeshows	\$ -	\$ 3,825.00	\$ 6,000.00	\$ (2,175.00)	63.75% Tradeshow Registrations
5559 Workforce Marketing	\$ -	\$ -	\$ 12,000.00	\$ (12,000.00)	0.00%
5680 Cyber/High Growth Companies	\$ -	\$ 2,242.94	\$ 18,000.00	\$ (15,757.06)	12.46% Cyber Website
Total 5060 Marketing, Adv & Promo/Investor	\$ 6,952.38	\$ 245,989.87	\$ 320,000.00	\$ (74,010.13)	76.87%
5066 Database/Research	\$ -	\$ 22,035.64	\$ 20,000.00	\$ 2,035.64	110.18% Salesforce, GIS Planning, Chmura, CoStar
5100 Audit Expense	\$ 3,120.00	\$ 49,327.07	\$ 30,800.00	\$ 18,527.07	160.15% Bookkeeping and Audit Expenses
5105 Legal Fees	\$ 1,500.00	\$ 18,483.00	\$ 20,000.00	\$ (1,517.00)	92.42% Attorney
5120 Auto Travel	\$ 890.62	\$ 7,667.15	\$ 10,000.00	\$ (2,332.85)	76.67% Parkin gan dAuto Travel
5140 Business Travel	\$ 8.59	\$ 10,624.97	\$ 35,000.00	\$ (24,375.03)	30.36%
5200 Dues & Subscriptions	\$ 20.00	\$ 5,037.86	\$ 12,500.00	\$ (7,462.14)	40.30% Zoom, PNJ, Wall Street journal
5310 Insur-D&O/Liab/Umbrella/EPLI	\$ -	\$ 13,019.61	\$ 8,000.00	\$ 5,019.61	162.75% General Liability, LB Insurance
5410 Maint & Repair- Computers	\$ 1,850.25	\$ 23,483.62	\$ 24,000.00	\$ (516.38)	97.85% Monthly Computer Services
5440 Meeting Expense	\$ 105.41	\$ 2,138.20	\$ 3,000.00	\$ (861.80)	71.27% Staff/Internal Meetings
5500 CoLab Expenses	\$ 61,220.28	\$ 107,713.68	\$ 117,000.00	\$ (9,286.32)	92.06% All CoLab Expenses
5600 Miscellaneous Expense	\$ -	\$ 97.83	\$ 350.00	\$ (252.17)	27.95%
5610 Postage	\$ -	\$ 424.00	\$ 600.00	\$ (176.00)	70.67% PO Box and Stamps
57000 Employee Wages & Benefits	\$ 31,897.61	\$ 590,717.48	\$ 770,000.00	\$ (179,282.52)	76.72% Payroll
5800 Supplies	\$ 207.90	\$ 2,668.20	\$ 2,750.00	\$ (81.80)	97.03% Office Supplies
5915 Telephone	\$ 642.69	\$ 4,134.02	\$ 4,000.00	\$ 134.02	103.35% Cox Internet and Phone Services
5925 Cell Phones	\$ 705.64	\$ 4,916.27	\$ 7,000.00	\$ (2,083.73)	70.23% Verizon
5954 Copier Expense	\$ 502.66	\$ 1,242.14	\$ 500.00	\$ 742.14	248.43%
5980 Rent Expense	\$ 4,372.88	\$ 48,189.70	\$ 55,000.00	\$ (6,810.30)	87.62% One Palafox
6000 Professional Services					
6000c Advocacy		\$ 20,000.00	\$ 60,000.00	\$ (40,000.00)	33.33%
6000d Marketing Consultant	\$ 5,750.00	\$ 63,250.00	\$ 69,000.00	\$ (5,750.00)	91.67% Buzz Marketing
Total 6000 Professional Services	\$ 5,750.00	\$ 83,250.00	\$ 129,000.00	\$ (45,750.00)	64.53%
Total Expenditures	\$ 120,110.68	\$ 1,241,594.08	\$ 1,570,150.00	\$ (328,555.92)	79.07%
Net Operating Revenue	\$ (31,511.42)	\$ (78,684.50)	\$ -	\$ (78,684.50)	

# FloridaWest Economic Development Alliance

## Statement of Financial Position

As of August 31, 2024

	<u>Total</u>
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1000 Checking- Private Hancock -363	145,914.75
1010 Checking - Public Hancock- 355	158,499.40
1020 Money Market - HW	100,565.22
	Int. rate between 4.5% and 4.75%. Private Funds
Total Bank Accounts	<b>\$ 404,979.37</b>
Accounts Receivable	
11000 Accounts Receivable	2,056.50
Total Accounts Receivable	<b>\$ 2,056.50</b>
Other Current Assets	
1500 Due from PEDC	371.98
Total Other Current Assets	<b>\$ 371.98</b>
Total Current Assets	<b>\$ 407,407.85</b>
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	<b>\$ 12,631.12</b>
Other Assets	
1800 Security Deposit	1,000.00
	Security deposit for One Palafox
Right of Use Asset	404,010.50
	Lease standard journal entry.
Total Other Assets	<b>\$ 405,010.50</b>
<b>TOTAL ASSETS</b>	<b>\$ 825,049.47</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Total 2300 Other Payables	<b>\$ 30,737.00</b>
Lease Liability - ST	97,366.00
	Lease pmts due by 9/30. Pmts shown on the P&L.
Total Other Current Liabilities	<b>\$ 128,103.00</b>
Total Current Liabilities	<b>\$ 128,103.00</b>
Long-Term Liabilities	
Lease Liability - LT	284,833.00
	Lease payments due after 9/30/24
Total Long-Term Liabilities	<b>\$ 284,833.00</b>
Total Liabilities	<b>\$ 412,936.00</b>
Equity	
3200 Unrestricted Net Assets	490,797.97
Net Revenue	-78,684.50
Total Equity	<b>\$ 412,113.47</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 825,049.47</b>

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

	Private	Public	TOTAL
<b>Revenue</b>			
4000 Membership Dues	\$ 120,000.00	\$ 70,000.00	\$ 190,000.00
4200 Investor Membership Dues	\$ 30,000.00	\$ -	\$ 30,000.00
Total 4420 Government Income	\$ -	\$ 150,000.00	\$ 150,000.00
4430 PEDC	\$ -	\$ 675,000.00	\$ 675,000.00
Total 4500 CoLab Income	\$ 92,734.73	\$ -	\$ 92,734.73
4512 Miscellaneous Income	\$ 325.00	\$ -	\$ 325.00
Total 4513 CD Interest Income	\$ 4,817.06	\$ 32.79	\$ 4,849.85
4520 New Revenue	\$ 20,000.00	\$ -	\$ 20,000.00
<b>Total Revenue</b>	<b>\$ 267,876.79</b>	<b>\$ 895,032.79</b>	<b>\$ 1,162,909.58</b>
<b>Gross Profit</b>	<b>\$ 267,876.79</b>	<b>\$ 895,032.79</b>	<b>\$ 1,162,909.58</b>
<b>Expenditures</b>			
5005 Bank & Credit Card Fees	\$ 433.77	\$ -	\$ 433.77
5060 Marketing, Adv & Promo/Investor	\$ 20,372.76	\$ -	\$ 20,372.76
5060a Marketing - Website	\$ 2,884.00	\$ 3,620.40	\$ 6,504.40
5060b Business Development	\$ 5,777.13	\$ -	\$ 5,777.13
5060c Prospect Development	\$ 1,705.32	\$ -	\$ 1,705.32
5060d Consulting	\$ 205,562.32	\$ -	\$ 205,562.32
5060e Tradeshows	\$ 3,825.00	\$ -	\$ 3,825.00
5680 Cyber/High Growth Companies	\$ 129.00	\$ 2,113.94	\$ 2,242.94
Total 5060 Marketing, Adv & Promo/Investor	\$ 240,255.53	\$ 5,734.34	\$ 245,989.87
5066 Database/Research	\$ 16,639.96	\$ 5,395.68	\$ 22,035.64
5100 Audit Expense	\$ -	\$ 49,327.07	\$ 49,327.07
5105 Legal Fees	\$ -	\$ 18,483.00	\$ 18,483.00
5120 Auto Travel	\$ 3,817.46	\$ 3,849.69	\$ 7,667.15
5140 Business Travel	\$ 10,624.97	\$ -	\$ 10,624.97
5200 Dues & Subscriptions	\$ 5,037.86	\$ -	\$ 5,037.86
5310 Insur-D&O/Liab/Umbrella/EPLI	\$ -	\$ 13,019.61	\$ 13,019.61
5410 Maint & Repair- Computers	\$ 7,580.01	\$ 15,903.61	\$ 23,483.62
5440 Meeting Expense	\$ 2,138.20	\$ -	\$ 2,138.20
5500 CoLab Expenses	\$ 89,285.09	\$ 18,428.59	\$ 107,713.68
5600 Miscellaneous Expense	\$ 97.83	\$ -	\$ 97.83
5610 Postage	\$ 424.00	\$ -	\$ 424.00
57000 Employee Wages & Benefits	\$ -	\$ 590,717.48	\$ 590,717.48
5800 Supplies	\$ 2,668.20	\$ -	\$ 2,668.20
5915 Telephone	\$ 4,134.02	\$ -	\$ 4,134.02
5925 Cell Phones	\$ 4,841.27	\$ 75.00	\$ 4,916.27
5954 Copier Expense	\$ 1,233.54	\$ 8.60	\$ 1,242.14
5980 Rent Expense	\$ -	\$ 48,189.70	\$ 48,189.70
6000 Professional Services			
6000c Advocacy	\$ 20,000.00	\$ -	\$ 20,000.00
6000d Marketing Consultant	\$ -	\$ 63,250.00	\$ 63,250.00
Total 6000 Professional Services	\$ 20,000.00	\$ 63,250.00	\$ 83,250.00
<b>Total Expenditures</b>	<b>\$ 409,211.71</b>	<b>\$ 832,382.37</b>	<b>\$ 1,241,594.08</b>
<b>Net Operating Revenue</b>	<b>\$ (141,334.92)</b>	<b>\$ 62,650.42</b>	<b>\$ (78,684.50)</b>



# Built & Grow

2024 - 2028

A FloridaWest Regional Strategy

## Investor Levels and Benefits



### ★ The President's Circle – \$40,000+

- One Executive Committee Seat
  - Recognition in Annual and Mid-Year Reports
  - Plus, all other benefits listed below
- 

### ★ Transformational Partner – \$30,000

- First consideration for FloridaWest Committee Chairs
  - Priority access to new business opportunities
  - Plus, all other benefits listed below
- 

### ★ Strategic Partner – \$20,000

- One seat on Board of Directors
  - Logo Inclusion in Business Development responses to RFPs
  - Invitations to strategic planning sessions
  - Plus, all other benefits listed below
- 

### ★ Growth Partner – \$10,000

- Preferred company name listing in FloridaWest materials distributed to Prospects/ clients
  - Opportunity to serve on a Strategic Initiatives Committee
  - Recognition on website with link to your business
  - Plus, all other benefits listed below
- 

### ★ Community Partner Investor – \$5,000

- Eligibility for seat on the Board of Directors / CO:LAB Policy Board
  - Invitations to Quarterly Breakfasts or Luncheons (one Annual Meeting event)
  - Subscription to Monthly E-newsletter and opportunity to be highlighted in *Investor Spotlight*, *Investors News*, and *Congratulations Investors Sections*.
  - Alerted to breaking news regarding new business announcements
  - Recognition on website
- 

### ★ \*Investor's contributing – \$1,500

- Invitation to events (quarterly meetings or project announcements) promoted by FloridaWest EDA



## **Minutes**

1. Call to Order: President David Bear called the meeting to order at 7:37 am.
2. Public Notice: Tabitha Lee confirmed public notice was made on August 26, 2024.
3. Roll Call:

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

Staff and support: Rick Byars, Tabitha Lee, Danita Andrews, Patrick Rooney, Jessica Scholl.
4. Public Comment: David Bear requested public comment, none was provided.
5. The Agenda was reviewed. No comments or corrections were made.
6. August 2024 financials.
  - a. Treasurer Olevia McNally reviewed the August 2024 profit and loss statements, including monthly revenue and expenditures year-to-date. McNally provided an update on dues and COLAB income. The group discussed the financial statement, including campaign contributions and the annual budget for the upcoming fiscal year. Byars noted the annual budget expenses may need to be adjusted to reflect campaign commitments, due to the timing of the commitments. President Bear recommended managing the expense aspect. Rooney recommended aligning the strategic and operating plan, to seek collaboration from other. Treasurer McNally and President Bear confirmed approval of the transfer to ACH, assuming digital verification.
7. The August 9, 2024, Executive Committee Minutes were reviewed as an informational item. No comments or corrections were noted.
8. The August 27, 2024 Board Minutes were reviewed.
9. Projects and staff updates:
  - a. Business Development. Byars provided an update regarding a new expansion project identified this week for an existing local industrial business. Byars also discussed the property search ongoing in the northern portion of the County, following the sale of a previously identified parcel.

Danita Andrews noted that OLF8 projects are still in process. She provided an economic impact model analysis, including over 320 jobs and an estimated payroll of \$16m annually, and in excess of \$80m sales output annually for the combined projects.
  - b. CO:LAB. Patrick Rooney noted both revenue and occupancy is increasing, and CO:LAB is currently at seventy-three percent (73%) occupancy. Rooney noted a potential reconciliation in CO:LAB revenue on the primary financials, to reflect an additional \$20k in rental revenues. Rooney will coordinate with the bookkeeper and Hancock to ensure timely rent reporting. Rooney will also obtain an aging accounts receivable report to identify and reconcile payment reporting. Rooney reported on a recent event Startup Source Pensacola Entrepreneurial Resources Expo at the Brownsville Community Center. CO:LAB also recently participated in the Supplier Diversity Conference. Start-up weekend is approaching. Rooney is also interviewing for an assistant position at CO:LAB.

- c. Built to Grow Campaign. Byars provided an update on the campaign, which has currently reached 40% of the goal. Byars is revisiting with companies that Funding Solutions initially contacted. The group discussed identifying historic and future FloridaWest support actions specific to each of the prospective candidates. Tabitha and Danita prepared and provided suggested investor benefits for review by the group. Rooney recommended included a policy board appointment as a benefit. Byars discussed collaboration with the two-county Business Alliance.
- 10. Other Business: Byars noted IHMC is in process of a grant submittal that FloridaWest anticipates supporting. Andrews discussed the FloridaWest newsletter and obtaining ongoing staff and board input to ensure inclusion of relevant investor and asset highlights. President Bear observed that increased integration with Visit Pensacola and SCI data may also be utilized to match community resources with the tourism industry.
- 11. Adjournment: President Bear adjourned the meeting at 8:42 am.

### **Fiscal Year Meeting Schedule**

9.24.24 Annual Meeting: Board Officer  
Elections – FYE 25  
Meeting Schedule – Board Member Attendance  
Review – Board Member Documentations  
Respectfully Submitted By:

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Dr. Charletha Powell, Secretary  
FloridaWest Economic Development Alliance

## **Minutes**

1. Call to Order: President David Bear called the meeting to order at 7:44 am.
2. Public Notice: Tabitha Lee confirmed public notice was made on September 16, 2024.
3. Roll Call:

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

Staff and support: Rick Byars, Tabitha Lee, Danita Andrews, Patrick Rooney.
4. Public Comment: David Bear requested public comment, none was provided.
5. The Agenda was reviewed. No comments or corrections were made.
6. Approval of August 9, 2024 and September 13, 2024 Executive Committee Minutes.
  - a. Olevia McNally moved to approve.
  - b. Ryan Tilley seconded.
  - c. Passed Unanimously.
7. The Executive Committee reviewed and made minor edits to the Levels and Benefits document. With the changes made, the Executive Committee recommended it to go to the Board for a vote.
  - a. Ryan Tilley moved to recommend.
  - b. Charletha Powell seconded.
  - c. Passed Unanimously.
8. Other Business: President Bear made updates on the Selection Committee and the Search Committee.
9. Adjournment: President Bear adjourned the meeting at 8:41 am.

### **Fiscal Year Meeting Schedule**

9.24.24 Annual Meeting: Board Officer  
Elections – FYE 25  
Meeting Schedule – Board Member Attendance  
Review – Board Member Documentations  
Respectfully Submitted By:

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Dr. Charletha Powell, Secretary  
FloridaWest Economic Development Alliance

FROM THE DESK OF

## Charletha D. Powell

August 27, 2024

Dear FL West EDA,

This letter provides the detailed feedback based on my involvement in DEI in the City of Pensacola:

### 1. **Florida West Economic Development Alliance (FL West EDA)**

- I have had the privilege of serving as an appointee to the Florida West Economic Development Alliance (FL West EDA) since 2021. During my tenure, I have contributed not only as a board member but also as a member of the Executive Board in the capacity of Secretary and as an appointed member of the Nominating Committee. It has been a rewarding experience to collaborate with the board and its members in discussing economic development opportunities for the City of Pensacola and Escambia County. I have particularly valued the opportunity to provide input on diversity, equity, and inclusion (DEI) initiatives, ensuring that these important considerations are integrated as we continue to grow and expand within the community.

### 2. **City of Pensacola Planning Board**

- I am currently a member of the City of Pensacola Planning Board, which convenes once per month. In this role, I am responsible for reviewing and discussing land development codes to assess whether an applicant's request is ready for approval. My vote is counted alongside those of the other board members, and if a request is approved, it is then referred to the City Council for final approval. The codes I most frequently encounter include those related to redistricting, design standards, airport development, tree ordinances, appeals, and variances. My evaluation of these codes, combined with discussions with fellow board members and interactions with city residents, plays a crucial role in determining how I will vote. I was appointed to this position with the involvement of City Council Members Moore, Wu, Canada-Wynn, and Hill.

### 3. **Citizen Advisory Council to the Transportation Planning Organization (TPO)**

- During my tenure as a member of the Citizen Advisory Council to the Transportation Planning Organization (TPO), I was responsible for reviewing proposed transportation policy plans for Escambia, Santa Rosa, and Orange Beach. In this role, I provided community input and made recommendations to the TPO. I was appointed to this position by County Commissioner Robert Bender.

### 4. **Gallery Night Board**

- Serving on the Gallery Night Board allowed me to leverage my experience and education in diversity while developing the yearly calendar of events. Additionally, I provided input on various aspects of the monthly event and participated in the voting process. This role also deepened my understanding of how downtown businesses, local nonprofits, artists, and various organizations contribute meaningfully to the City of Pensacola. I was appointed to this position by Michael Carro, the former President of the Gallery Night Board.

## 5. Ciclovía Board

- During my tenure on the board of Ciclovía, I contributed to efforts to create a vibrant and active downtown that promotes a healthy city. My role included implementing initiatives such as bike leagues and diversity improvements, ensuring healthy activities were accessible to all citizens of Pensacola. Additionally, I was involved in developing the organization's by-laws, attracting business participation, and making public appearances on WEAR, Real Women Radio, and local television stations. I was appointed to the board by Rand Hicks.

## 6. Mass Transit Authority Council (MTAC)

- As Chairman of the Board for the Mass Transit Authority Council (MTAC), I led our efforts until our meetings were canceled in 2020 due to the COVID-19 pandemic. Prior to this, I served as a voting member, advising the Board of County Commissioners on mass transit issues in Escambia County. This involved reviewing reports on ECAT, evaluating proposed plans, and gathering input from concerned citizens. In this capacity, I also attended County Commissioner meetings to present information requiring their approval or consideration.

## II. References

- Leslie Statler
  - City of Pensacola, Senior Planner
  - 222 W. Main St., 5th Floor
  - Pensacola, FL 32502
  - Email: [LStatler@CityofPensacola.com](mailto:LStatler@CityofPensacola.com)
  - (850) 435-1673
- Brittany Ellers
  - Emerald Coast Regional Council
  - 6206 Hilltop Dr.
  - Pensacola, FL 32504
  - Email: [brittanyellers24@gmail.com](mailto:brittanyellers24@gmail.com)
  - (850) 530-0434
- Michael Carro
  - Gallery Night Board, Former President
  - 120 E. Main Street
  - Pensacola, FL 32502
  - Email: [MCarro@SVM.com](mailto:MCarro@SVM.com)
  - Phone: (850) 380-3344

- Rand Hicks
  - Pensacola Ciclovía, Chairman
  - Email: [RandHicks@me.com](mailto:RandHicks@me.com)
  - Phone: (850) 293-1859

Tonya Ellis

- Mass Transit Director-ECAT
- 1515 W. Fairfield Dr. Pensacola, FL 32501
- Email: [tellis@myescambia.com](mailto:tellis@myescambia.com)
- Phone: (850) 595-3229

### **III. Diversity and Economic Development**

In every board membership capacity, I have consistently worked toward the betterment of the citizens we represent. Diversity has always been a critical focus in all social interactions, business operations, and service provisions. I approach every issue through the lens of various aspects of diversity, including culture, religion, sexual orientation, socioeconomics, race, and disabilities. Before offering any input, I thoroughly examine the history of the situation, relevant laws, corporate or service culture, demographics, and socioeconomics. After collecting and reviewing this information, I base my recommendations on research, organizational mandates, and citizen input.

For instance, Ciclovía traditionally attracted a specific demographic. When tasked with broadening participation, I conducted surveys across various parts of the city, engaged with organizations that could benefit from the event, and sought feedback on why their involvement had been limited. As a result, I led efforts to identify target demographics, promote the event through multiple channels—including social media, flyers, television, and radio—provide transportation, and develop bicycle groups to enhance participation. Consequently, the 2019 Ciclovía event achieved the most diverse attendance since its inception.

As a member of the Gallery Night board, my primary focus was on diversifying the monthly events. I conducted historical research on the city's ethnic and cultural groups, using this information to suggest events that included Native American, African American, Asian, and Hispanic communities. While these events were planned for this year, they have been postponed due to COVID-19 and are expected to commence once Gallery Night events resume.

The Mass Transit Authority Council (MTAC) and Citizen Advisory Council (CAC) to the Transportation Planning Organization (TPO) presented opportunities to understand the needs of public transport users throughout the region, city, and county. Key concerns included the availability of services, protection for persons with disabilities, and cost. Although my time on these boards was limited to approximately six months before meetings were canceled, I participated in the voting process for issues presented to the boards prior to their submission to the County Commission for approval.

Economic considerations have been integral to my participation on every board. As a member of the City of Pensacola Planning Board, while I did not have direct influence on economic development, it was always a factor in my decision-making. For example, when an applicant sought to rezone an area of significance in the city, I considered its potential economic impact on the community, existing businesses,

the attraction of major corporations or franchises, and real estate. My input often included one or more of these aspects in the discussion, with the goal of contributing to new economic opportunities and enhancing existing economic development in the city.

The transportation boards I served on emphasized economic development in relation to public transportation, the placement of streets, highways, and bridges, and local traffic flow. These aspects are crucial to economic development because transportation affects the cost of moving goods to consumers, the location of highways and bridges for company-to-company transport, and traffic that boosts visibility and sales. Moreover, public transportation plays a vital role in ensuring the job pipeline is filled with qualified applicants and allows individuals without vehicles to attend school and travel to jobs, benefiting universities, businesses, reducing unemployment, and strengthening communities.

Downtown Pensacola has experienced significant growth, becoming a point of pride for the city with an increase in merchants and sustained tourism. As a member of both the Ciclovía and Gallery Night boards, my discussions and suggestions focused on improving foot traffic, supporting existing merchants, attracting new businesses, and providing opportunities for merchant participation in these initiatives.

For example, some downtown merchants initially opposed the street closures during Ciclovía from 9 am to 2 pm. To address their concerns, I suggested gathering feedback from the merchants and finding a solution. Some merchants felt the closures limited their sales opportunities, so I proposed that they display merchandise outside their storefronts. I also recommended that restaurants offer samples outside to entice cyclists to dine at their establishments. The team implemented these suggestions, and the participating merchants and restaurateurs were pleased with the results. Although I don't have exact figures, sales increased, and many citizens began frequenting businesses and eateries they hadn't patronized before. This approach not only improved merchants' reception of Ciclovía but also helped them gain new customers. Similar issues arose with the Gallery Night board, but with many downtown merchants already on the board, my involvement was more focused on diversity initiatives.

Should you have any further questions or require clarification, please feel free to contact me.

Sincerely,

Dr. Charletha D. Powell, Ph.D.



# BUSINESS DEVELOPMENT

September 4, 2024

Active Projects	31
Active Project Site Visits	14
Existing Industry Visits	41
Response Proposals	10

## PROJECTS BY TARGET SECTOR

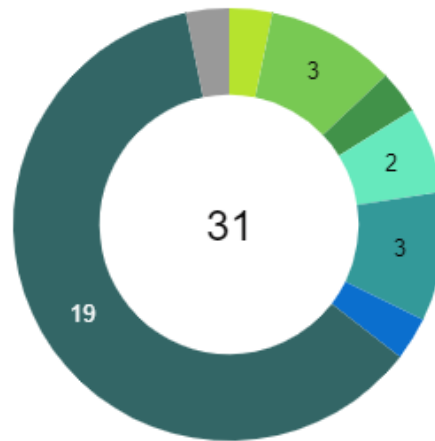
**12** NEW LOCATIONS

**19** LOCAL EXPANSIONS

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

Primary Target Industry

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



**YTD EXISTING INDUSTRY VISITS = 41**

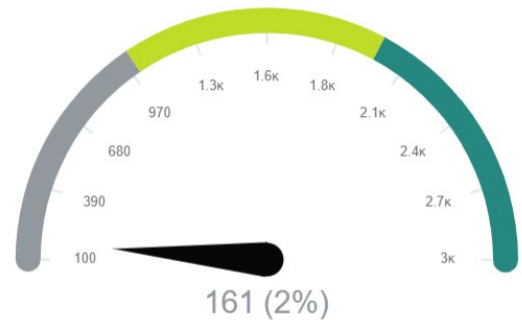
**2024-2029 BUILT TO GROW 5-YEAR JOBS GOAL = 5,000**



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 R&D  
Triumph Gulf Coast Grant providing up to \$6M



**2014-2023**

**61** PROJECTS ANNOUNCED

**12** NEW RELOCATIONS

**49** LOCAL EXPANSIONS

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

# Jupiter Bach North America Inc

Celebrates 20 Years of  
Business with GE Vernova  
and Breaks Ground for a  
New Improved Facility

**Join us for our Celebration  
Thursday October 24th  
3301 Bill Metzger Lane  
Pensacola, FL 32514**

**Groundbreaking starts at 11:00am**

**Lunch will be provided**

**JUPITER BACH**  
DEVOTED TO WIND



GE VERNOVA

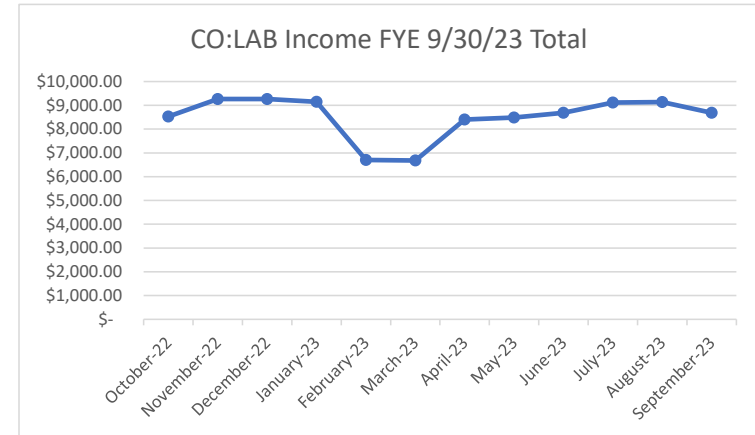
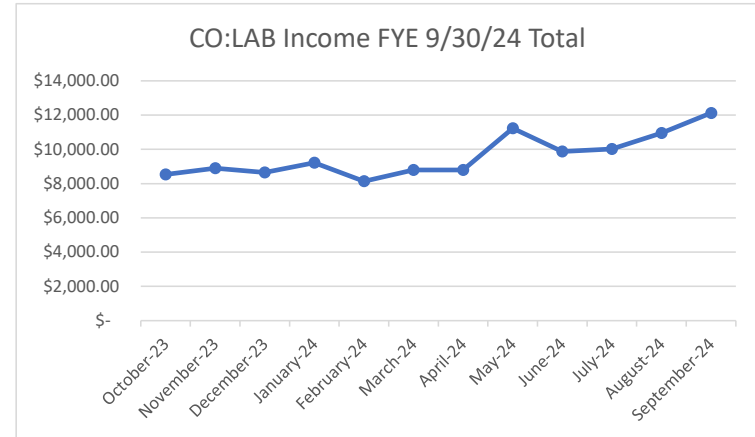
**CO:LAB Income  
FYE 9/30/24**

	<b>Total</b>	<b>Rent</b>	<b>Tax</b>	<b>Cleaning</b>
<b>September-24</b>	\$ 12,125.30	\$ 11,029.75	\$ 386.04	\$ 709.51
<b>August-24</b>	\$ 10,948.20	\$ 9,969.75	\$ 348.94	\$ 629.51
<b>July-24</b>	\$ 10,018.22	\$ 9,129.20	\$ 319.51	\$ 569.51
<b>June-24</b>	\$ 9,875.45	\$ 8,779.20	\$ 526.74	\$ 569.51
<b>May-24</b>	\$ 11,237.37	\$ 10,007.43	\$ 600.44	\$ 629.51
<b>April-24</b>	\$ 8,797.44	\$ 7,781.08	\$ 466.85	\$ 549.51
<b>March-24</b>	\$ 8,797.44	\$ 7,781.08	\$ 466.85	\$ 549.51
<b>February-24</b>	\$ 8,135.90	\$ 7,251.32	\$ 435.07	\$ 449.51
<b>January-24</b>	\$ 9,215.20	\$ 8,165.76	\$ 489.94	\$ 559.51
<b>December-23</b>	\$ 8,654.78	\$ 7,712.53	\$ 462.74	\$ 479.51
<b>November-23</b>	\$ 8,899.03	\$ 7,850.03	\$ 549.49	\$ 499.51
<b>October-23</b>	\$ 8,541.41	\$ 7,562.53	\$ 529.37	\$ 449.51
<b>Total FYTD</b>	\$ 115,245.76	\$ 103,019.65	\$ 5,581.99	\$ 6,644.12

**CO:LAB Income  
FYE 9/30/23**

	<b>Total</b>	<b>Rent</b>	<b>Tax</b>	<b>Cleaning</b>
<b>September-23</b>	\$ 8,690.17	\$ 7,687.53	\$ 538.13	\$ 464.51
<b>August-23</b>	\$ 9,132.67	\$ 8,087.53	\$ 555.63	\$ 489.51
<b>July-23</b>	\$ 9,112.63	\$ 8,040.30	\$ 562.82	\$ 509.51
<b>June-23</b>	\$ 8,684.63	\$ 7,656.27	\$ 468.36	\$ 499.51
<b>May-23</b>	\$ 8,485.63	\$ 7,556.27	\$ 461.36	\$ 524.51
<b>April-23</b>	\$ 8,407.23	\$ 7,384.19	\$ 513.04	\$ 510.00
<b>March-23</b>	\$ 6,679.78	\$ 5,697.22	\$ 398.81	\$ 430.00
<b>February-23</b>	\$ 6,706.53	\$ 5,847.22	\$ 409.31	\$ 450.00
<b>January-23</b>	\$ 9,148.78	\$ 8,022.22	\$ 561.56	\$ 565.00
<b>December-22</b>	\$ 9,265.78	\$ 8,122.22	\$ 568.56	\$ 575.00
<b>November-22</b>	\$ 9,265.78	\$ 8,122.22	\$ 568.56	\$ 575.00
<b>October-22</b>	\$ 8,523.78	\$ 7,472.22	\$ 526.56	\$ 525.00
<b>Total FYTD</b>	\$ 102,103.36	\$ 89,695.41	\$ 6,132.67	\$ 6,117.55

**CO:LAB Income Comparison FY 24 vs FY 23**





## CO:LAB Pensacola

Report for Policy Board as of 9/1/24



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	2,486	1,466	62.90%	8	18
3rd Floor (sf)	3,974	2,712	1,262	68.24%	8	0
<b>TOTAL SQUARE FEET:</b>	<b>10,206</b>	<b>7,478</b>	<b>Totals:</b>	<b>73.27%</b>	<b>22</b>	<b>38</b>

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
Cryptide Research Labs	Soft Landing Client	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	Moved out
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	Moved out
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
Brewwww	Apr-22	Moved out 1/31/2024	Moved company to OH
Snap Soccer	Jun-18	Graduated 2/12/2024	Team working remote
Envision CMS	Aug-20	Graduated 8/31/2024	Out for medical reasons may return

## Marketing & Communications Review

### Website Metrics – Google Analytics - August over July 2024

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

#### FloridaWest.com

- users ↑ 8.5% - ↑ 189 – total of 2,416 unique users
- page views ↓ 31% - ↓ 2258 – total of 5,060 page views
- sessions ↑ 12% - ↑ 304 – total of 2787 sessions
- top cities: Cheyenne, Pensacola, Des Moines, San Antonio, New York

#### CyberCoastFlorida.com

- users ↑ 18% - ↑ 13 – total of 84 users
- page views ↓ 3.5% - ↓ 5 – total of 140 page views
- sessions ↑ 4.7% - ↑ 4 – total of 90 sessions
- top cities: Baltimore, Pensacola, Chicago, Columbus, Cheyenne

#### CO-LAB.com

- users ↑ 15% - ↑ 27 – total of 206 users
- page views ↑ 2.4% - ↑ 22 – total of 518 page views
- sessions ↑ 10% - ↑ 23 – total of 250 sessions
- top cities: Pensacola, New York, Atlanta, Mobile, Miami

### Social Media Metrics – August over July 2024

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

#### FloridaWest

- Facebook
  - Reach: 1,000 ↑ 8% over previous period
  - Page views: 126 ↓ 13% over previous period
  - Page new likes: 4
  - Total likes/followers: 917
- Instagram
  - Reach: 2911 ↑ 61% over previous period
  - Profile visits: 15 ↓ 29% over previous period
  - New followers: 3
  - Total followers: 602
- LinkedIn
  - Reactions: 137 ↓ by 67% over previous period
  - Page views: 72 ↓ 47% over previous period
  - New followers: 24
  - Total followers: 1371

## CO:LAB

- Facebook
  - Reach: 3300 ↑ by 290% over previous period
  - Page views: 172 ↑ by 79% over previous period
  - Page new likes: 11
  - Total likes: 1,000
- Instagram
  - Reach: 273 ↑ 1% over previous period
  - Profile Visits: 46 ↑ 48% over previous period
  - New followers: 18
  - Total followers: 1,146
- LinkedIn
  - Reactions: 100 ↑ 30% over previous period
  - Page views: 47 flat over previous period
  - New followers: 12
  - Total followers: 667

## CyberCoast

- Facebook
  - Reach: 60 ↓ 49% over previous period
  - Page views: 26 ↑ 63% over previous period
  - Page new likes: 4
  - Total likes: 166
- Instagram
  - Reach: 151 ↑ 96% over previous period
  - Profile visits: 22 ↑ 340% over previous period
  - New followers: 7
  - Total followers: 342
- LinkedIn
  - Reactions: 13 ↑ 1% over previous period
  - Page views: 2 ↑ 100% over previous period
  - New followers: 0
  - Total followers: 180

## News, Events & More

- eNewsletter sent Friday, Sept. 6
  - Please send any relevant economic development/community news to [pr@floridawesteda.com](mailto:pr@floridawesteda.com)
- The next Taco Thursday is Sept. 26, noon at CO:LAB
- 1 Million Cups is Oct. 2, 9 a.m. at CO:LAB



# Board Member Information Form

Please fill out the following and return it to Tabitha Lee prior to departure today.

<b>Name:</b>		<b>Preferred Salutation:</b> <i>Circle One</i>	Mr.   Mrs.   Ms. Miss   Dr.
--------------	--	---	--------------------------------

Personal Information					
<b>Home Address:</b>					
<b>City:</b>		<b>State:</b>		<b>Zip Code:</b>	
<b>Mobile Number:</b>			<b>Home Number:</b>		
<b>Email:</b>					
<b>Spouse/Partner Name:</b>					
<b>Spouse/Partner Email:</b>					
<b>Spouse/Partner Phone:</b>					

Professional Information					
<b>Employer:</b>					
<b>Occupation/Title:</b>					
<b>Work Address:</b>					
<b>City:</b>		<b>State:</b>		<b>Zip Code:</b>	
<b>Birthday:</b>					
<b>Office Number:</b>					
<b>Assistant's Name</b>					
<b>Assistant's Email:</b>					
<b>Assistant's Phone Number:</b>					

Other Information	
Professional Affiliations:	
Other Board Service:	





## CONFIDENTIALITY AGREEMENT

I, \_\_\_\_\_, acknowledge the following:

1. In the course of service as a board member/investor, I may receive proprietary, trade secret, or otherwise sensitive valuable information in written, verbal or electronic form concerning business ventures or companies contemplating the relocation or commencement of business operations in the greater Escambia Santa Rosa Area which is exempt from disclosure pursuant to section 288.075, *Florida Statutes*, or other applicable state and federal law (hereinafter referred to as "Confidential Information"). I understand that Confidential Information must remain protected from disclosure by me until such time as the information becomes publicly known through either: (1) a public announcement from a duly authorized representative of Florida West or (2) disclosure by a third party resulting in the information becoming commonly known in the public domain.
2. For so long as information is Confidential Information, I agree to hold it in strict confidence and not to disclose it to any other person under any circumstances, unless such disclosure is required by law or requested by Florida West.
3. I understand that any improper disclosure of Confidential Information may result in irreparable injury to FloridaWest, the party with whom it is dealing, or to both.
4. I understand that any improper disclosure of Confidential Information to a third party may subject Florida West and me (to the extent such disclosure rises to the level of a breach of my fiduciary duty as a staff member) to damages for any injury resulting therefrom.
5. I understand that if I improperly disclose Confidential Information to a third party, such conduct will be grounds for my immediate removal as a board member or investor from Florida West.
6. This Agreement states the entire agreement between the member and Florida West concerning the disclosure of Confidential Information. Any addition or modification to this Agreement must be made in writing and signed by the parties.
7. This Agreement shall inure to the benefit of the parties hereto, except as otherwise expressly provided herein and their successors and permitted assigns, and no other person or entity shall have any rights or obligations hereunder.

Date: \_\_\_\_\_

\_\_\_\_\_  
*Signature*

Please Print Name: \_\_\_\_\_

# FloridaWest Economic Development Alliance

## Disclosure Form

Please complete this annual form & return to Tabitha Lee at [tlee@floridawesteda.com](mailto:tlee@floridawesteda.com) or mail to: FloridaWest Economic Development Alliance, c/o Tabitha Lee, PO Box 1992, Pensacola, FL 32502

### **Conflicts of Interest**

Associates should avoid any situation that involves or may involve a conflict between their personal interest and the best interests of CEDA. It is expected that all associates will use good judgment, high ethical standards and honesty in all business dealings. A conflict of interest is any circumstance that could cast doubt on your ability to act totally objectively regarding CEDA's interests, or any circumstance that benefits the associate to the detriment of CEDA. This includes potential conflicts arising from activities of a spouse, immediate family member or other person with whom an associate may have a personal or professional relationship. Any actions or interests that create even the appearance of conflict or impropriety fall within this policy and must be avoided.

Have you read the FloridaWest Economic Development Alliance Conflict-Of-Interest Policy?

Yes \_\_\_\_\_ No \_\_\_\_\_

Are you aware of any relationships between FloridaWest or any related or affiliated organization and you or a member of your family as defined by the letter or spirit of this policy that may constitute a conflict of interest?

Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, please list or elaborate on such relationships and the details of annual or potential financial benefit as you can best estimate them. **(Use additional page if necessary)**

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Did you or a member of your family receive, during the past 12 months, any gifts or loans from any source from which FloridaWest or any related or affiliated organization, buys goods or services or otherwise has significant business dealings?

Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, please list such loans or gifts, their sources and their approximate values.  
**(Use additional page if necessary)**

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*I certify that the foregoing information is true and complete to the best of my knowledge:*

Date: \_\_\_\_\_

\_\_\_\_\_  
*Signature*

Please Print Name: \_\_\_\_\_

Updated: July 2024