



## **AGENDA**

- |   |                                |
|---|--------------------------------|
| 1. Call to Order  | David Peaden                   |
| 2. Public Notice (September 23, 2024)                       | Danita Andrews                 |
| 3. Roll Call  | Danita Andrews                 |
| 4. Public Comment   | David Peaden                   |
| 5. Approval of Agenda                                       | David Peaden                   |
| 6. Approval of September 24, 2024 Minutes                   | David Peaden                   |
| 7. Approval of September 2024 Financial Statements          | Allison Patton                 |
| 8. Approval of PEDC Right-Of-Way and Development Agreement* | Danita Andrews                 |
| 9. Program & Staff Updates:                                 |                                |
| a. Florida First Sites Presentation                         | Verdell Hawkins/Danita Andrews |
| b. Business Development                                     | Rick Byars/ Danita Andrews     |
| i. Update Board Member Information Cards                    |                                |
| ii. Confidentiality Agreement Renewal                       |                                |
| iii. Conflict of Interest Renewal                           |                                |
| c. CO:LAB   | Patrick Rooney                 |
| d. Northwest Florida Defense Coalition                      | Rick Byars                     |
| e. Partner Updates (Century/Pensacola/Escambia)             | David Peaden                   |
| 10. Other Business  | David Peaden                   |
| 11. Adjournment   | David Peaden                   |

Potential Action Item \*

### **Fiscal Year 24-25 Meeting Schedule**

- **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
- **August 26, 2025:** Board officer nominations
- **September 23, 2025:** Board Elections



PEDC Board of Directors Meeting  
September 24, 2024 Time: 10:00 a.m.  
CO:LAB 418 W Garden St. Pensacola, FL  
First Floor Conference Room

## Minutes

1. Call to Order: Chair David Peaden called the meeting to order at 10:00 a.m.
2. Public Notice: Tabitha Lee confirmed public notice was published on July 24, 2024.
3. Attendance:

Chairman David Peaden:	Present
Commissioner Steven Barry:	Absent
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:	Absent
FloridaWest Appointee: Dave Hoxeng:	Present
FloridaWest Appointee: Donnie McMahon	Present
Staff and support: Tabitha Lee, Troupe Brewer,	
4. Public Comment: David Peaden recognized the public and requested public comment. Gulf Coast Minority Chamber CEO, Bryan Wyer thanked the Board for the support at the event last month. October 24, Empowering Black Owned Business with FPL. There will be panel discussions regarding contracting and AI Innovations.
5. Approval of the Agenda

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

Councilman Bare moved to approve; Dave Hoxeng seconded.  
Passed unanimously.
7. Approval of July financials.

Councilwoman Patton offered the financials for review.  
Councilman Bare moved to approve the financials; Alicia Johnson seconded.  
Passed unanimously.
8. Executive Board Nominations
9. Chair Mr. Peaden announced the current officers and requested a vote. Alicia Johnson moved to vote on the current officers: Chairman – David Peaden, Vice Chairman – Steven Barry, Secretary/Treasurer – Councilwoman Allison Patton, and Past Chairman – Dave Hoxeng. Donnie McMahon seconded the motion. The motion passed unanimously.
10. Program & Staff Updates:
  - a. Business Development – PEDC Right-Of-Way and Development Agreement: Troupe Brewer discussed the language modification to Section 4 and clarified the definition of “no competing services.” He reviewed the changes but noted that he had not yet had the chance to speak with Commissioner Barry. Mr. Brewer indicated PEDC Board could move forward to approve the modifications, conditional on Commissioner Barry’s approval.

Councilman Charles Bare requested no action to be taken. Councilwoman Patton stated the language update was an improvement and that she did not have any issues.

- b. CO:LAB: Patrick Rooney updated on CO:LAB operations, noting 59 employees across 22 companies, with two more companies expected in October to reach 80% occupancy. Discussion included inquiries about the occupancy goal, visa issues for a Japanese company, and legal assistance.

CO:LAB recently co-hosted Startup Source Pensacola with many community partners in an initial project using the Strategic Doing framework. The inaugural event at the Brownsville Community Center brought Entrepreneurships Support Organizations together to share their services at a one stop resource fair, Global Startup week, including EntreCon and Startup Weekend Pensacola.

Upcoming events include ITEN Wired (October 16-18), a Career Source job fair, and Entrecon (November 13-14).

- c. Northwest Florida Defense Coalition: No Report given.

- d. Partner Updates (Century/Pensacola/Escambia): No Report given.

- 11. New Business: Chairman Peaden Welcomed Donnie McMahon to the PEDC Board and Alicia Johnson introduced herself to everyone. Chairman Peaden requested that all board members fill out the Member Information form, Confidentiality Agreement, Conflict of Interest form.

- 12. Adjournment: Chair David Peaden adjourned the meeting at 10:30 a.m.

**PEDC**  
**Profit & Loss Budget Performance**  
October 2023 - September 2024

	Total			
	Actual	Budget	over Budget	% of Budget
<b>Income</b>				
4000 City of Pensacola Income	\$ 175,000.00	\$ 175,000.00	\$ -	100.00%
4100 Escambia County Income	\$ 600,000.00	\$ 600,000.00	\$ -	100.00%
4400 Foreign Trade Zone Income	\$ 2,778.02	\$ 1,500.00	\$ 1,278.02	185.20%
4520 FOIL Income	\$ 562,654.27	\$ 500,000.00	\$ 62,654.27	112.53%
4600 Pegasus Income	\$ 383,850.65	\$ 387,000.00	\$ (3,149.35)	99.19%
4800 Interest Income	\$ 28,259.91	\$ 19,000.00	\$ 9,259.91	148.74%
4950 Miscellaneous	\$ 360.00	\$ 2,750.00	\$ (2,390.00)	13.09%
<b>Total Income</b>	<b>\$ 1,752,902.85</b>	<b>\$ 1,685,250.00</b>	<b>\$ 67,652.85</b>	<b>104.01%</b>
<b>Gross Profit</b>	<b>\$ 1,752,902.85</b>	<b>\$ 1,685,250.00</b>	<b>\$ 67,652.85</b>	<b>104.01%</b>
<b>Expenses</b>				
5004 Economic Development	\$ 675,000.00	\$ 675,000.00	\$ -	100.00%
5010 Foreign Trade Zone	\$ -	\$ 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	\$ -	\$ 100.00	\$ (100.00)	0.00%
5340 Special District Fees	\$ -	\$ 200.00	\$ (200.00)	0.00%
5400 Technology Park Expenses	\$ 22,573.85	\$ 26,000.00	\$ (3,426.15)	86.82%
5420 FOIL Expenses	\$ 637,410.32	\$ 500,000.00	\$ 137,410.32	127.48%
5500 New Project Expense	\$ 15,596.50	\$ 80,000.00	\$ (64,403.50)	19.50%
5600 Miscellaneous Expense		\$ 200.00	\$ (200.00)	0.00%
5750 Pegasus Expense	\$ 115,468.58	\$ 375,000.00	\$ (259,531.42)	30.79%
<b>Total Expenses</b>	<b>\$ 1,486,780.44</b>	<b>\$ 1,685,250.00</b>	<b>\$ (198,469.56)</b>	<b>88.22%</b>
<b>Net Operating Income</b>	<b>\$ 266,122.41</b>	<b>\$ -</b>	<b>\$ 266,122.41</b>	

**PEDC**  
**Balance Sheet**  
As of September 30, 2024

	<u>Total</u>	
<b>ASSETS</b>		
Current Assets		
Bank Accounts		
1012 Checking - Hancock Bank	531,053.27	Account used to pay bills
1111 HW Money Market	550,428.97	To be used to float Bluffs bills once construction starts
Total Bank Accounts	\$ 1,081,482.24	
Accounts Receivable		
Total Accounts Receivable	\$ 0.00	
Total Current Assets	\$ 1,081,482.24	
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 20019
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	2,051,290.55	Receivable money from Pegasus over the life of their lease
Total Other Assets	\$ 2,051,290.55	
<b>TOTAL ASSETS</b>	<b>\$ 17,382,772.79</b>	
<b>LIABILITIES AND EQUITY</b>		
Liabilities		
Current Liabilities		
Accounts Payable		
2100 Accounts Payable	37,164.90	Bills accrued as of 9/30
Total Accounts Payable	\$ 37,164.90	
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	\$ 2,369,448.90	
Long-Term Liabilities		
2800 Deferred Revenues	2,528,794.00	
2810 Deferred Grant Income - Pegasus	1,972,264.10	
2900 Due to Pegasus	5,312,587.34	
Total Long-Term Liabilities	\$ 9,813,645.44	
Total Liabilities	\$ 12,183,094.34	
Equity		
32000 Unrestricted Net Assets	4,820,048.84	
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 park
Net Income	266,122.41	
Total Equity	\$ 5,199,678.45	
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 17,382,772.79</b>	

## **RIGHT-OF-WAY AND DEVELOPMENT AGREEMENT**

This Right-of-Way and Development Agreement (this "Agreement") is entered into on this \_\_\_\_ day of \_\_\_\_\_, 20\_\_, by and between PENSACOLA-ESCAMBIA PROMOTION AND DEVELOPMENT COMMISSION, a political subdivision of the State of Florida ("PEDC"); and ASCEND PERFORMANCE MATERIALS INC., a Texas corporation ("Ascend"), on the dates indicated below for the following uses and purposes:

### **RECITALS**

- A. Ascend is the owner of that certain real property located in Escambia County, Florida described on Exhibit "A", attached hereto and incorporated herein by reference ("Ascend Property").
- B. PEDC is the overall facilitator of a multi-modal transportation industrial park known as the "Bluffs". At full development, the Bluffs will encompass parts of the Ascend Property, together with neighboring parcels.
- C. PEDC is working with and on behalf of the potential property owners and/or lessees or tenants to locate within the Bluffs footprint to create the Bluffs.
- D. PEDC and Ascend agree that the construction of certain public roads and rights-of-way within the Ascend Property and on adjacent parcels will considerably enhance the development and build out of the Bluffs.
- E. PEDC received a grant from the Florida Department of Transportation ("FDOT") to build a roundabout (the "Roundabout") on the Ascend Property at approximately the intersection of Old Chemstrand Road and Chemstrand Road. The location for such roundabout is described on Exhibit "B" (the "Roundabout Location"), incorporated herein by reference.
- F. Ascend is willing to grant Escambia County an easement on the Ascend Property within the Roundabout Location providing for the perpetual and unobstructed right of the public to access, ingress, and egress over and across the Ascend Property and the Roundabout Location, for the purpose of constructing, paving, maintaining, replacing, inspecting, removing, and repairing a road and right-of-way, bridges, drainage structures, other necessary utility infrastructure, and other associated public facilities.
- G. Ascend desires for PEDC to include its constituent properties in the overall Bluffs project; and accordingly to grant PEDC a proxy to solicit, market, and otherwise locate potential buyers, tenants, and/or lessees for the Bluffs on the portions thereof within the Ascend Property which efforts by PEDC shall serve the mutual benefit of both Ascend and PEDC for the cohesive and long-term development of the Bluffs.

NOW THEREFORE, the parties agree as follows:

1. The Recitals are incorporated herein as true and accurate as if set forth again in their entirety.
2. Ascend hereby agrees to grant a perpetual easement to Escambia County for purposes of building the Roundabout, such easement agreement to be in substantially the form attached hereto as Exhibit "C".

3. PEDC shall cause Escambia County to build the Roundabout substantially consistent with the plans and specifications set forth on Exhibit "D".

4. In consideration for the construction of the Roundabout and other road and public infrastructure on the Ascend Property, Ascend hereby grants PEDC a proxy to solicit, market, and otherwise locate potential buyers, tenants, and/or lessees for the Bluffs on the portions thereof within the Ascend Property; and further to negotiate preliminary terms for any resulting purchase contracts or leases for ultimate approval and execution by Ascend. Any such potential buyer, tenant, and/or lessee shall use any property bought or leased from Ascend for industrial or commercial purposes that are consistent with the master plan of the Bluffs development. Further, the intent is that potential buyers, tenants or lessees would provide a long-term value to the community and priority will be given to those companies that have a synergistic benefit to locating within the Bluffs development. If Ascend reasonably determines that any such potential buyer, tenant or lessee competes with Ascend, Ascend may refuse approval of **the buyer, tenant or lessee proposed by PEDC. For purposes of this right of refusal, "competing" means direct product or service competition with Ascend, but does not encompass any competing use of labor or personnel.**

5. The parties hereto agree to cooperate in good faith to effectuate the intent of this agreement including, but not limited to, to negotiate and execute any such additional documents as may be necessary and appropriate to consummate the transactions contemplated herein.

6. This Agreement shall be governed by the laws of the State of Florida. Venue for any suit brought for the enforcement of the provisions or obligations provided by this Agreement shall be any court of competent jurisdiction in Escambia County, Florida. If a legal action is initiated by any Party to this Agreement against another, arising out of or relating to performance or non-performance of any right or obligation established hereunder, or any dispute concerning the same, all fees, costs and expenses reasonably incurred by the successful party shall be paid or reimbursed by the unsuccessful party.

**ASCEND PERFORMANCE MATERIALS INC.,  
a Texas Corporation**

\_\_\_\_\_  
by: \_\_\_\_\_

its: \_\_\_\_\_

date: \_\_\_\_\_, 2024

**PENSACOLA-ESCAMBIA PROMOTION AND  
DEVELOPMENT COMMISSION,**  
a political subdivision of the State of Florida

\_\_\_\_\_  
by: DAVID PEADEN

its : CHAIRMAN

date: \_\_\_\_\_, 2024

# BUSINESS DEVELOPMENT

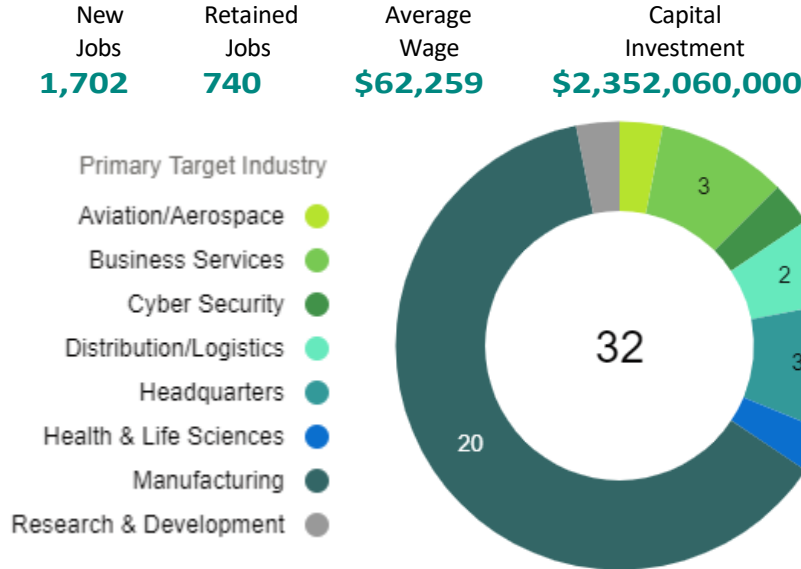
October 4, 2024

Active Projects	32
Active Project Site Visits	14
Existing Industry Visits	187
Response Proposals	14

## PROJECTS BY TARGET SECTOR

**13** NEW LOCATIONS

**19** LOCAL EXPANSIONS



## YTD EXISTING INDUSTRY VISITS = 187

OCTOBER 17	NOVEMBER 9	DECEMBER 10	JANUARY 12	FEBRUARY 23	MARCH 22
APRIL 19	MAY 16	JUNE 24	JULY 20	AUGUST 7	SEPTEMBER 8

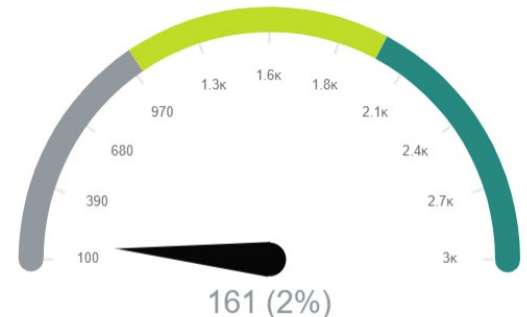
## 2024-2029 BUILT TO GROW 5-YEAR JOBS GOAL = 5,000



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
7,559	988	\$58,302	\$498,307,194	\$831,358,003



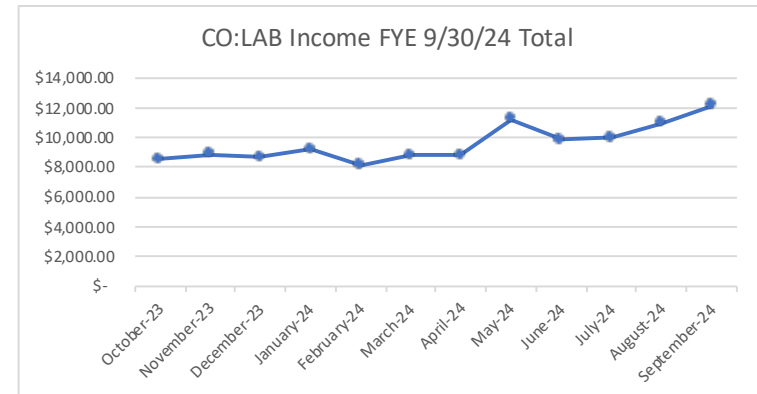
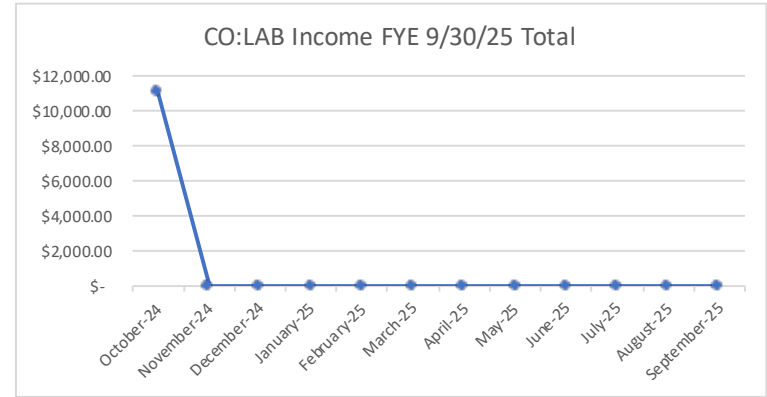
CO:LAB Income  
FYE 9/30/25

	Total	Rent	Tax	Cleaning
September-25				
August-25				
July-25				
June-25				
May-25				
April-25				
March-25				
February-25				
January-25				
December-24				
November-24				
October-24	\$ 11,024.20	\$ 10,008.89	\$ 350.31	\$ 665.00
<b>Total FYTD</b>	<b>\$ 11,024.20</b>	<b>\$ 10,008.89</b>	<b>\$ 350.31</b>	<b>\$ 665.00</b>

CO:LAB Income  
FYE 9/30/24

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

CO:LAB Income Comparison FY 25 vs FY 24





## CO:LAB Pensacola

Report for Policy Board as of 10/1/24



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	2,193	1,759	55.49%	7	17
3rd Floor (sf)	3,974	2,712	1,262	68.24%	8	19
<b>TOTAL SQUARE FEET:</b>	<b>10,206</b>	<b>7,185</b>	<b>Totals:</b>	<b>70.40%</b>	<b>21</b>	<b>56</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
Accenture	Apr-23	Moved out 9/30/24	Soft Landing Lease terminated by tenant

## Marketing & Communications Review

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

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

#### FloridaWest.com

- users ↓ 47% - ↓ 1258 – total of 1379 unique users
- page views ↓ 57% - ↓ 3156 – total of 2365 page views
- sessions ↓ 45% - ↓ 1365 – total of 1675 sessions
- top cities: New York, Pensacola, Chicago, Cheyenne, San Antonio

#### CyberCoastFlorida.com

- users ↑ 7% - ↑ 4 – total of 90 users
- page views ↑ 2% - ↑ 3 – total of 152 page views
- sessions ↑ 6% - ↑ 6 – total of 100 sessions
- top cities: Columbus, New York, Chicago, Pensacola, Mobile

#### CO-LAB.com

- users ↑ 28% - ↑ 62 – total of 206 users
- page views ↓ 15% - ↓ 89 – total of 518 page views
- sessions ↑ 20% - ↑ 53 – total of 321 sessions
- top cities: Des Moines, Washington, Chicago, Pensacola, Atlanta

### Social Media Metrics – September over August 2024

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

#### FloridaWest

- Facebook
  - Reach: 263 ↓ 74% over previous period
  - Page views: 118 ↓ 4% over previous period
  - Page new likes: 1
  - Total likes/followers: 916
- Instagram
  - Reach: 227 ↓ 22% over previous period
  - Profile visits: 20 ↑ 33% over previous period
  - New followers: 3
  - Total followers: 604
- LinkedIn
  - Reactions: 35 ↓ 77% over previous period
  - Page views: 31 ↓ 58% over previous period
  - New followers: 11
  - Total followers: 1380

## CO:LAB

- Facebook
  - Reach: 3100 ↑ 7% over previous period
  - Page views: 136 ↓ 21% over previous period
  - Page new likes: 6
  - Total likes: 1,011
- Instagram
  - Reach: 247 ↓ 18% over previous period
  - Profile Visits: 44 ↓ 10% over previous period
  - New followers: 11
  - Total followers: 1,147
- LinkedIn
  - Reactions: 41 ↓ 59% over previous period
  - Page views: 21 ↓ 56% over previous period
  - New followers: 12
  - Total followers: 678

## CyberCoast

- Facebook
  - Reach: 72 ↑ 49% over previous period
  - Page views: 26 ↑ 63% over previous period
  - Page new likes: 0
  - Total likes: 164
- Instagram
  - Reach: 112 ↓ 14% over previous period
  - Profile visits: 12 ↓ 43% over previous period
  - New followers: 2
  - Total followers: 343
- LinkedIn
  - Reactions: 15 ↑ 25% over previous period
  - Page views: 1 ↓ 50% over previous period
  - New followers: 2
  - Total followers: 182

## News, Events & More

- eNewsletter sent Friday, Oct. 4
  - Please send any relevant economic development/community news to [pr@floridawesteda.com](mailto:pr@floridawesteda.com)
- The next Taco Thursday is Oct. 31, noon at CO:LAB
- 1 Million Cups is Nov. 6, 9 a.m. at CO:LAB