

Agenda

- | | |
|--|---------------------------|
| 1. Call to Order | David Bear |
| 2. Public Notice (November 21, 2024) | Tabitha Lee |
| 3. Roll Call | Tabitha Lee |
| 4. Public Comment | David Bear |
| 5. Introduction of New CEO | David Bear |
| 6. Approval of Agenda | David Bear |
| 7. Approval of September 20, 2024, Executive Committee Meeting Minutes | David Bear |
| 8. Review November 2024 Financials | Olevia McNally |
| 9. Review of November 18, 2024 Board Meeting Minutes | David Bear |
| 10. Project & Staff Updates: | |
| a. Business Development | Rick Byars/Danita Andrews |
| b. CO:LAB | Patrick Rooney |
| c. Marketing & PR | Jeff Rogers |
| 11. Other Business | David Bear |
| 12. Adjourn | David Bear |

Potential action item *

Fiscal Year 24-25 Meeting Schedule

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

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

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

- | | |
|---------------------|------------------|
| • January 10, 2025 | • July 8, 2025 |
| • February 14, 2025 | • August 8, 2025 |
| • March 14, 2025 | |
| • April 11, 2025 | |
| • May 9, 2025 | |
| • June 13, 2025 | |

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:

Dr. Charletha Powell, Secretary
FloridaWest Economic Development Alliance

FloridaWest Economic Development Alliance
Budget vs Actual
October - November, 2024

	Nov 2024		Total				
	Actual		Actual	Budget	over Budget	% of Budget	
Revenue							
4200 Investor Membership Dues	\$ -	\$ 40,000.00	\$ 230,000.00	\$ (190,000.00)	17.39%	Non Built to Grow Members	
4420 Government Income	\$ -	\$ -	\$ 150,000.00	\$ (150,000.00)	0.00%	City of Pensacola	
4430 PEDC	\$ -	\$ 168,750.00	\$ 675,000.00	\$ (506,250.00)	25.00%	PEDC	
4500 CoLab Income	\$ 11,834.18	\$ 22,850.70	\$ 123,000.00	\$ (100,149.30)	18.58%	Co:Lab	
4520 Built to Grow	\$ 15,000.00	\$ 20,500.00	\$ 450,000.00	\$ (429,500.00)	4.56%	5 Year Commitments	
Total Revenue	\$ 26,834.18	\$ 252,100.70	\$ 1,628,000.00	\$ (1,375,899.30)	15.49%		
Expenditures							
5000 Economic Development Funding Campaign Management		\$ -	\$ 25,000.00	\$ (25,000.00)	0.00%	Built to Grow Expenses	
5005 Bank & Credit Card Fees	\$ 98.86	\$ 401.28	\$ 650.00	\$ (248.72)	61.74%		
5060 Marketing, Adv & Promo/Investor	\$ 3,110.54	\$ 4,318.53	\$ 18,900.00	\$ (14,581.47)	22.85%		
5060a Marketing - Website	\$ 187.20	\$ 645.00	\$ 30,000.00	\$ (29,355.00)	2.15%	Web Hosting	
5060b Business Development	\$ 204.27	\$ 703.46	\$ 12,000.00	\$ (11,296.54)	5.86%	BD Meals	
5060c Prospect Development	\$ -	\$ 185.81	\$ 14,172.00	\$ (13,986.19)	1.31%	PD Meals	
5060e Tradeshows	\$ 2,625.00	\$ 5,520.00	\$ 7,200.00	\$ (1,680.00)	76.67%		
5060f Media Relations and Advertising	\$ -	\$ -	\$ 61,938.00	\$ (61,938.00)	0.00%		
5559 Talent Attraction Marketing	\$ -	\$ -	\$ 12,000.00	\$ (12,000.00)	0.00%		
5680 Cyber/High Growth Companies	\$ 511.71	\$ 1,335.07	\$ 6,000.00	\$ (4,664.93)	22.25%	Cyber Website	
Total 5060 Marketing, Adv & Promo/Investor	\$ 6,638.72	\$ 12,707.87	\$ 162,210.00	\$ (149,502.13)	7.83%		
5066 Database/Research	\$ -	\$ 6,400.00	\$ 30,000.00	\$ (23,600.00)	21.33%	Salesforce, GIS Planning, Chmura, CoStar	
5100 Audit Expense	\$ 2,120.00	\$ 8,420.00	\$ 40,000.00	\$ (31,580.00)	21.05%	Bookkeeping and Audit	
5105 Legal Fees	\$ 1,260.00	\$ 3,780.00	\$ 25,000.00	\$ (21,220.00)	15.12%	Attorney	
5120 Auto Travel	\$ 923.10	\$ 2,085.73	\$ 9,000.00	\$ (6,914.27)	23.17%	Parking and Auto Travel	
5140 Business Travel	\$ 1,494.85	\$ 3,140.84	\$ 30,000.00	\$ (26,859.16)	10.47%		
5200 Dues & Subscriptions	\$ 3,684.14	\$ 3,724.14	\$ 7,500.00	\$ (3,775.86)	49.66%	Zoom, PNJ, WSJ	
5310 Insur-D&O/Liab/Umbrella/EPLI	\$ 8,569.90	\$ 8,569.90	\$ 15,000.00	\$ (6,430.10)	57.13%	General Liability, LB Insurance	
5410 Maint & Repair- Computers	\$ 2,148.86	\$ 5,617.36	\$ 32,000.00	\$ (26,382.64)	17.55%	Monthly computer Services	
5440 Meeting Expense	\$ 123.47	\$ 123.47	\$ 3,500.00	\$ (3,376.53)	3.53%	Staff/Internal Meetings	
5500 CoLab Expenses	\$ 11,372.40	\$ 16,230.22	\$ 122,325.00	\$ (106,094.78)	13.27%	All Co:Lab Expenses	
5600 Miscellaneous Expense	\$ -	\$ -	\$ 350.00	\$ (350.00)	0.00%		
5610 Postage	\$ -	\$ -	\$ 600.00	\$ (600.00)	0.00%	PO Box and Stamps	
57000 Employee Wages & Benefits	\$ 26,300.71	\$ 60,042.44	\$ 955,000.00	\$ (894,957.56)	6.29%	Payroll	
5800 Supplies	\$ 399.34	\$ 693.79	\$ 2,900.00	\$ (2,206.21)	23.92%	Office Supplies	
5915 Telephone	\$ 574.00	\$ 1,151.96	\$ 2,800.00	\$ (1,648.04)	41.14%	Cox Internet and Phone Services	
5925 Cell Phones	\$ 802.91	\$ 1,165.42	\$ 7,500.00	\$ (6,334.58)	15.54%	Verizon	
5954 Copier Expense	\$ -	\$ -	\$ 250.00	\$ (250.00)	0.00%		
5980 Rent Expense	\$ 4,372.88	\$ 8,745.76	\$ 55,000.00	\$ (46,254.24)	15.90%	One Palafox	
6000 Professional Services		\$ -	\$ -	\$ -			
6000c Advocacy	\$ -	\$ -	\$ 30,000.00	\$ (30,000.00)	0.00%		
6000d Marketing Consultant	\$ 5,750.00	\$ 11,500.00	\$ 71,415.00	\$ (59,915.00)	16.10%	Buzz Marketing	
Total 6000 Professional Services	\$ 5,750.00	\$ 11,500.00	\$ 101,415.00	\$ (89,915.00)	11.34%		
Total Expenditures	\$ 76,634.14	\$ 154,500.18	\$ 1,628,000.00	\$ (1,473,499.82)	9.49%		
Net Operating Revenue	\$ (49,799.96)	\$ 97,600.52	\$ -	\$ 97,600.52			

FloridaWest Economic Development Alliance
Statement of Financial Position
As of November 30, 2024

	Total	
ASSETS		
Current Assets		
Bank Accounts		
1000 Checking- Private Hancock -363	\$ 153,975.78	
1010 Checking - Public Hancock- 355	\$ 190,515.41	
1020 Money Market - HW	\$ 104,268.47	Int rate between 4.5% and 4.75%. Private Funds
Total Bank Accounts	\$ 448,759.66	
Accounts Receivable		
11000 Accounts Receivable	\$ 2,056.50	
Total Accounts Receivable	\$ 2,056.50	
Other Current Assets		
1500 Due from PEDC	\$ 546.98	
Total Other Current Assets	\$ 546.98	
Total Current Assets	\$ 451,363.14	
Fixed Assets		
1600 Furniture and Fixtures	\$ 43,931.73	
1650 Computers	\$ 28,563.80	
1700 Accum Depreciation Computers	\$ (24,534.31)	
1701 Accum Depreciation Furn & Fix	\$ (33,858.41)	
Total Fixed Assets	\$ 14,102.81	
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	\$ 405,010.50	
TOTAL ASSETS	\$ 870,476.45	
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
Total Accounts Payable	\$ -	
Other Current Liabilities		
2300 Other Payables	\$ 29,462.00	
2350 Christmas Club Payable	\$ 1,950.00	
Total 2300 Other Payables	\$ 31,412.00	
Lease Liability - ST	\$ 97,366.00	Lease pmts due by 9/30/24 shown on the P&L
Total Other Current Liabilities	\$ 128,778.00	
Total Current Liabilities	\$ 128,778.00	
Long-Term Liabilities		
Lease Liability - LT	\$ 284,833.00	Lease payments due after 9/30/2024
Total Long-Term Liabilities	\$ 284,833.00	
Total Liabilities	\$ 413,611.00	
Equity		
3200 Unrestricted Net Assets	\$ 359,264.93	
Net Revenue	\$ 97,600.52	
Total Equity	\$ 456,865.45	
TOTAL LIABILITIES AND EQUITY	\$ 870,476.45	

FloridaWest Economic Development Alliance
Statement of Activity by Class
October - November, 2024

	Private	Public	TOTAL
Revenue			
4200 Investor Membership Dues	\$ 40,000.00	\$ -	\$ 40,000.00
4430 PEDC	\$ -	\$ 168,750.00	\$ 168,750.00
4500 CoLab Income	\$ 22,850.70	\$ -	\$ 22,850.70
4520 Built to Grow	\$ 20,500.00	\$ -	\$ 20,500.00
Total Revenue	\$ 83,350.70	\$ 168,750.00	\$ 252,100.70
Gross Profit	\$ 83,350.70	\$ 168,750.00	\$ 252,100.70
Expenditures			
5005 Bank & Credit Card Fees	\$ 391.28	\$ 10.00	\$ 401.28
5060 Marketing, Adv & Promo/Investor	\$ 4,318.53	\$ -	\$ 4,318.53
5060a Marketing - Website	\$ -	\$ 645.00	\$ 645.00
5060b Business Development	\$ 703.46	\$ -	\$ 703.46
5060c Prospect Development	\$ 185.81	\$ -	\$ 185.81
5060e Tradeshows	\$ 5,520.00	\$ -	\$ 5,520.00
5680 Cyber/High Growth Companies	\$ -	\$ 1,335.07	\$ 1,335.07
Total 5060 Marketing, Adv & Promo/Investor	\$ 10,727.80	\$ 1,980.07	\$ 12,707.87
5066 Database/Research	\$ 6,400.00	\$ -	\$ 6,400.00
5100 Audit Expense	\$ -	\$ 8,420.00	\$ 8,420.00
5105 Legal Fees	\$ -	\$ 3,780.00	\$ 3,780.00
5120 Auto Travel	\$ 1,751.93	\$ 333.80	\$ 2,085.73
5140 Business Travel	\$ 3,140.84	\$ -	\$ 3,140.84
5200 Dues & Subscriptions	\$ 3,724.14	\$ -	\$ 3,724.14
5310 Insur-D&O/Liab/Umbrella/EPLI	\$ -	\$ 8,569.90	\$ 8,569.90
5410 Maint & Repair- Computers	\$ 1,017.61	\$ 4,599.75	\$ 5,617.36
5440 Meeting Expense	\$ 123.47	\$ -	\$ 123.47
5500 CoLab Expenses	\$ 12,319.43	\$ 3,910.79	\$ 16,230.22
57000 Employee Wages & Benefits	\$ -	\$ 60,042.44	\$ 60,042.44
5800 Supplies	\$ 693.79	\$ -	\$ 693.79
5915 Telephone	\$ 1,151.96	\$ -	\$ 1,151.96
5925 Cell Phones	\$ 1,165.42	\$ -	\$ 1,165.42
5980 Rent Expense	\$ -	\$ 8,745.76	\$ 8,745.76
6000 Professional Services			\$ -
6000d Marketing Consultant	\$ -	\$ 11,500.00	\$ 11,500.00
Total 6000 Professional Services	\$ -	\$ 11,500.00	\$ 11,500.00
Total Expenditures	\$ 42,607.67	\$ 111,892.51	\$ 154,500.18
Net Revenue	\$ 40,743.03	\$ 56,857.49	\$ 97,600.52

Minutes

1. Call to Order: President Bear called the meeting to order at 1:33 p.m.
2. Public Notice: Tabitha Lee confirmed public notice was published on October 24, 2024.
3. Attendance:

President David Bear:	Present
Vice President Ryan Tilley:	Present
Secretary Dr. Charletha Powell:	Present
Treasurer Olevia McNally:	Present
City of Pensacola Appointee Donnie McMahon:	Absent
City of Pensacola Appointee Matt Davis:	Present
Don Palmer:	Present
Jim Waite:	Present
Verdell Hawkins	Present
Chris Plaeger:	Absent
KC Gartman	Present
Kelvin Enfinger	Present
Justin Beck	Present
Charlie Sherrill	Present
Mike Morette	Absent
Mark Roy	Absent
Dr. Meadows	Present
Dr. Marcus McBride	Present

Staff and support: Rick Byars, Danita Andrews, Patrick Rooney, Jeff Rogers, Annie Rose, Jessica Scholl.

4. Public Comment: President Bear requested public comment. Bryan Wyer provided an update on a recent Empowering Black Businesses event, with a turnout of approximately 80 attendees.
5. Approval of Agenda: President Bear proposed an agenda amendment to include discussion regarding FloridaWest's newly retained CEO, Chris Platé. KC Gartman moved to approve the agenda as amended; Dr. Powell seconded. Passed unanimously.
6. Approval of Minutes. Kelvin Enfinger moved to approve the October 22, 2024, meeting minutes as presented; Olevia McNally seconded. Passed unanimously.
7. Approval of Financials. Treasurer Olevia McNally led a review of the upcoming fiscal year budget, as well as the current balance sheet. Board members discussed the ACH payment transition. McNally clarified prior Audit Committee minutes and confirmed that there are no issues presently identified by the auditors. The board members discussed the status of the bookkeeping services Request for Proposals.
Dr. Marcus McBride moved to approve the October 2024 financials; Matt Davis seconded. Passed unanimously.

8. Bylaws. Counsel presented the proposed Bylaws changes, including expansion of the Executive Committee. President Bear invited discussion. Verdell Hawkins moved to approve the Bylaws amendment; Dr. Marcus McBride seconded. Passed unanimously.
9. Projects and staff updates:
 - a. Business Development Update. Rick Byars shared an update on an international project and efforts by staff in coordination with the company to identify prospective site locations. Staff is also working with a local firm in the life sciences field to explore expansion and potential relocation to Tech Park.
Danita Andrews shared an update on the Ascend FDOT Bluffs roundabout project. Staff is in communication with current Ascend leadership and is finalizing terms to move forward with transportation infrastructure.
Project Laser is proceeding and Byars confirmed that Space Florida would be responsible for grant compliance reporting.
Andrews provided an update on Project Sable, including site utility discussions and cost estimates to expand infrastructure to the identified site.
Andrews shared an update regarding a Foreign Trade Zone workshop staff is preparing in conjunction with PEDC.
 - b. CO:LAB: Patrick Rooney provided an update on CO:LAB operations and occupancy goals. Rooney presented current metrics including rental income, tenant companies in the building, and the pipeline for occupancy. Rooney welcomed new CO:LAB employee Annie Rose. Rooney provided updates on new local startups, including Scene Pensacola, a database of the art and music scene in Pensacola. CO:LAB recently hosted a venture capitalist to critique entrepreneurial pitch decks, which was received well by the participants.
 - c. Campaign. Rick Byars provided an update on the Built to Grow Campaign, including the recent additional companies joining. Byars emphasized staff's commitment to assisting the new CEO in the campaign and encouraged other board members to do the same.
 - d. Communications Update. Jeff Rogers shared an update regarding recent announcements. The Pensacola News Journal will share the CEO announcement. Rogers provided metrics from the website and social media. He discussed the CO:LAB website, including opportunities to improve the backend content data management system.
10. Other Business: Staff discussed conversations with the new FloridaWest CEO, Chris Platé. He is eager to begin, and we look forward to his leadership. Preparations for his arrival are underway, and staff has arranged ongoing conversations to begin introducing Mr. Platé to the community. Dr. Meadows volunteered the third floor of CO:LAB to host a meet and greet to welcome Mr. Platé.
11. Adjournment: President Bear adjourned the meeting at 2:28 pm.

Respectfully Submitted By:

Dr. Charletha Powell, Secretary
FloridaWest Economic Development Alliance

BUSINESS DEVELOPMENT

December 5, 2024

Active Projects	31
Active Project Site Visits	5
Existing Industry Visits	15
Response Proposals	3

PROJECTS BY TARGET SECTOR

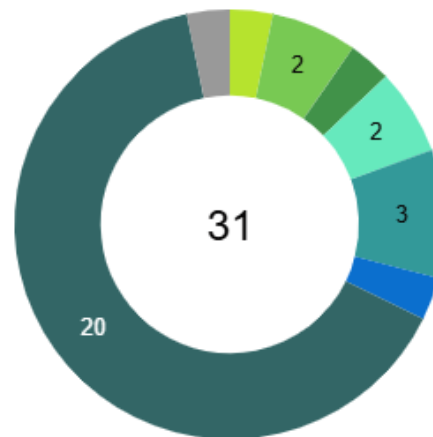
12 NEW LOCATIONS

19 LOCAL EXPANSIONS

New Jobs	Retained Jobs	Average Wage	Capital Investment
1,563	925	\$62,888	\$2,342,060,000

Primary Target Industry

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



YTD EXISTING INDUSTRY VISITS = 15 EMPLOYERS

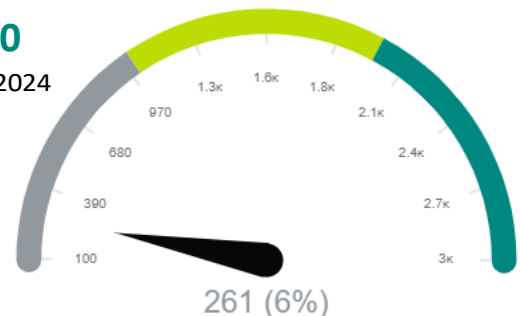
OCTOBER	10
NOVEMBER	4
DECEMBER	1

MERCURY MACHINING, KING AERO, GE VERNOVA, GSTC, INTERNATIONAL PAPER, ALGAPLAST, GULF COAST INDUSTRIAL., OREN INTERNATIONAL, PORT OF PENSACOLA, JUPITER BACH, ESA SOUTH, LIFT, JES, PEN AIR CU, RGB/GRUPA GA230

2024-2029 BUILT TO GROW 5-YEAR JOBS GOAL = 3,000

JUPITER BACH
DEVOTED TO WIND

20th Anniversary in Pensacola, October 2024
100 New Jobs, 200 Retained Jobs,
\$6M Capital Investment
Growth of manufacturing operations
21,000 SF facility expansion



The Annual Economic Impact of 3 Built to Grow Projects announced: 261 Direct Manufacturing Jobs, results in an additional 57 Indirect Jobs and 132 Induced Jobs; which yields a total of \$136,097,674 in annual sales/output and \$23,498,115 in annual compensation. Source: JobsEQ

2014-2024

62 PROJECTS ANNOUNCED

12 NEW RELOCATIONS

50 LOCAL EXPANSIONS

New Jobs	Retained Jobs	Average Wage	Annual Payroll	Capital Investment
7,661	1,188	\$58,168	\$514,015,859	\$837,358,003



Florida Military & Defense Economic Impact Summary

JANUARY 2024

FLORIDACOMMERCE

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STUDY OVERVIEW

As part of their ongoing support of Florida's military personnel, military families, and defense industry, the Florida Defense Support Commission authorized this biennial update to the defense economic impact analysis report. This booklet provides a summary of the updated findings based on the latest personnel and spending data. As in previous years, this study relies on data from the U.S. Department of Defense (DoD), the U.S. Department of Veterans Affairs, the U.S. Department of the Treasury, the U.S. Department of Homeland Security, and the U.S. Bureau of Economic Analysis.

From 2020 to 2022, the state experienced a 21% nominal increase in total direct defense spending, growing from \$53.9 billion to \$65.3 billion. This total growth comprised a 21% increase in personnel compensation (despite a slightly reduced number of personnel), a 16% increase in defense procurement, and a 26% increase in retiree pensions and veterans transfer payments (despite a decrease in total veterans). The increase in overall spending permeated Florida's economy and resulted in an additional 865,937 jobs (a nearly 6,000 increase from the previous update) and \$102.6 billion in economic impact (a 6.2% increase from the previous update).

Conflicts across the globe, including in Ukraine, Southeast Asia, and the Middle East, require steadfast preparedness on the part of our nation's defense industry. The Florida Defense Support Commission's efforts have helped ensure Florida remains one of the best and most supportive states in the nation for our military installations, defense contractors, and veterans and military retirees.

FLORIDA MILITARY FACTS

**Total Statewide Economic Impact
\$102.6 Billion**

Percent of Florida Economy 7.3%

Statewide Direct and Indirect Jobs 865,937

Buildings Owned by Military ¹ 6,677

Total Acreage (all installations) ¹ 521,839

Plant Replacement Value ¹ \$44.5 billion

Active Military Personnel ² 66,971

Civilian Personnel ² 32,950

Military Reserve ² 24,965

National Guard Full-time ³ 1,305

National Guard Traditional Guardsmen ³ 10,781

Total Veterans Living in Florida ⁴ 1,450,597

Total Military Retirees Living in Florida ⁵ 214,569

¹ Department of Defense, Base Structure Report FY22

² Defense Manpower Data Center, Number of Military and DoD Appropriated Fund (APF) Civilian Personnel, Septmber 2022)

³ Adjutant General's Report FY 2022, Overcoming New Challenges

⁴ Department of Veterans Affairs, FY22 Summary of Expenditures by State

⁵ Department of Defense, Statistical Report on the Military Retirement System FY22

Florida Hosts a Variety of Missions Critical to Our Nation's Defense

Florida is home to:

- Three of eleven unified combatant command headquarters.
- Two (of only four) deep water naval ports with adjacent airfields.
- The military's only east coast space launch facility.
- The Marine Corps' only maritime prepositioning force facility.
- Fleet Readiness Center Southeast (FRCSE), one of the Navy's largest FRCs.
- The Eastern Gulf Test & Training Range.
- Several critical research, development, training, and evaluation (RDT&E) centers.

The DoD's strategy emphasizes rapidly deployable joint forces, joint training, access to space, special operations, precision strike, and research and development, all of which are found in Florida. Air, land, and sea training areas and ranges associated with the Eastern Gulf Test & Training Range (EGTTR) host large, complex joint exercises that allow the services to train like they fight, thus bringing tremendous advantages to our military. Additionally, the EGTTR connects test and training ranges that extend from Key West to Northwest Florida and across the eastern Gulf of Mexico. It includes 180,000 square miles of DoD controlled airspace, as well as 724 sq. miles of adjacent land ranges, 3,200 sq. miles of airspace over adjacent land, 17 miles of shoreline access, interconnected radars and two launch areas for missiles. The training area contains multiple live-fire bombing ranges, including Pinecastle Range, Avon Park Air Force Range and the Eglin Bombing Range, that allow for simultaneous maritime, air, and land training exercises. Due to its tremendous capabilities and Florida's commitment to this partnership, the EGTTR is an integral part of the DoD's Training Resources Strategy.

IMPACTS BY THE NUMBERS

4 Industries Make up 50% of Defense-Related Contracts



Aerospace



Architectural & Engineering Services

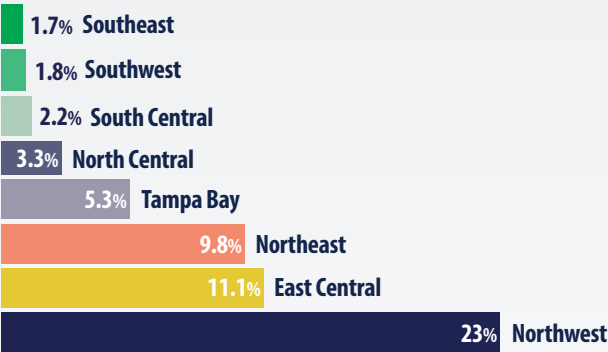


Scientific Research & Development Services

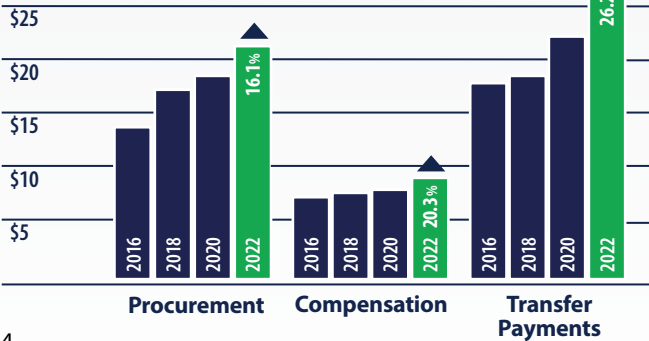


Computer Systems Design

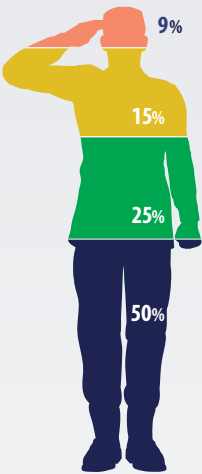
Defense as a Percent of Total Economy for Each Region



Difference in Direct Spending (\$billions)



Personnel by Type



- National Guard
- Reserve
- Civilian
- Active Duty

How Florida Ranks in FY 2021-2022



Florida has the **2nd** Largest **MILITARY RETIREE** population



Florida has the **3rd** Largest **VETERAN** population



Florida ranks **4th** in **DEFENSE SPENDING**

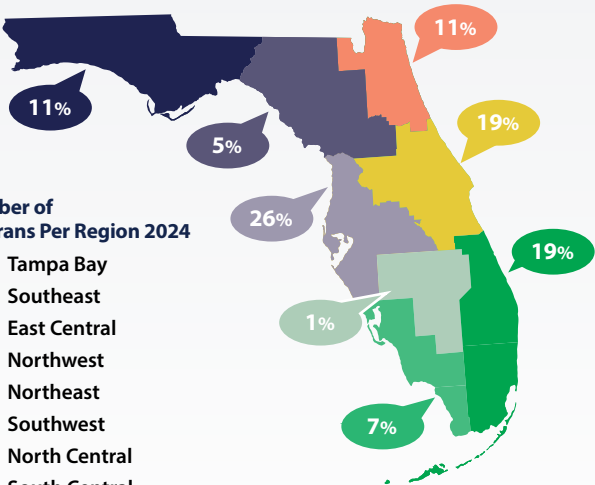


Florida ranks **5th** in **DOD PERSONNEL** with 137,365

Veteran Distribution by Region

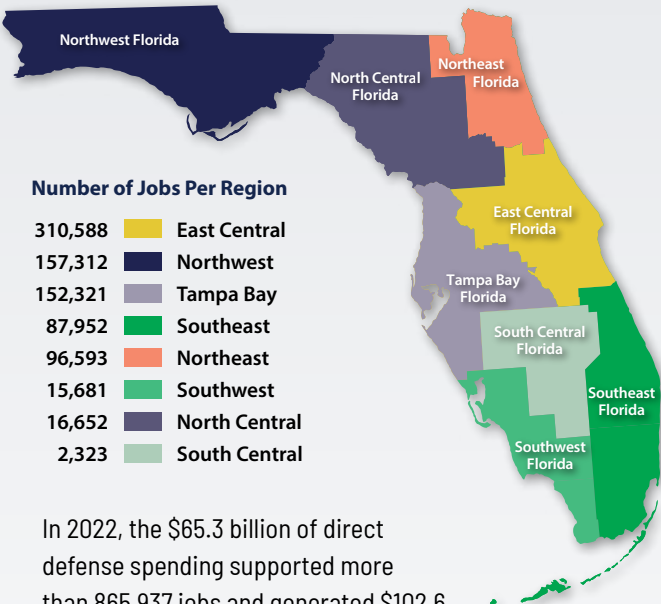
Number of Veterans Per Region 2024

- Tampa Bay
- Southeast
- East Central
- Northwest
- Northeast
- Southwest
- North Central
- South Central



STATE OF FLORIDA

Total Employment Impacts of Defense Activities



In 2022, the \$65.3 billion of direct defense spending supported more than 865,937 jobs and generated \$102.6 billion in economic impact across the state, representing 7.3% of Florida’s economy. East Central Florida experienced the greatest regional increase in economic impact due to the growing importance of Cape Canaveral and the space industry to national security. Even regions with relatively low military presence benefited from the spending flows of contractors, veterans and retirees, which create jobs and other opportunities far outside the fenceline.

Defense Economic Impact Estimates

Total State Economic Impacts

State Economic Impact	\$102.6 Billion
Employment	865,937 Jobs
Percent of Economy	7.3%
Income	\$69.3 Billion
State and Local Taxes	\$4.6 Billion

Direct Defense Spending

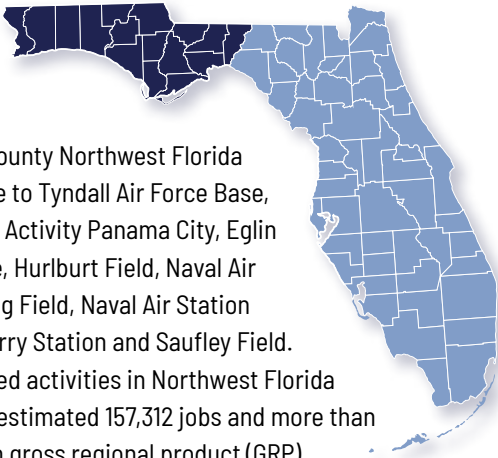
Procurement	\$21.93 Billion
Compensation	\$15.16 Billion
Pensions & Transfers	\$28.23 Billion
Total Defense Spending	\$65.32 Billion

Impacts by Component

Federal Military	
Economic Impact	\$94.6 Billion
Employment	811,897 Jobs
National Guard	
Economic Impact	\$5.0 Billion
Employment	34,070 Jobs
Coast Guard	
Economic Impact	\$3.0 Billion
Employment	19,970 Jobs



NORTHWEST FLORIDA REGION



The sixteen-county Northwest Florida region is home to Tyndall Air Force Base, Naval Support Activity Panama City, Eglin Air Force Base, Hurlburt Field, Naval Air Station Whiting Field, Naval Air Station Pensacola, Corry Station and Saufley Field. Defense-related activities in Northwest Florida generated an estimated 157,312 jobs and more than \$20.6 billion in gross regional product (GRP), which accounted for 23.0% of the region's 2022 total gross product. Most of these economic impacts were generated by direct federal military spending, which produced 148,897 jobs and approximately \$19.1 billion of GRP, followed by the National Guard and Coast Guard who were responsible for 7,346 jobs and 1,068 jobs, respectively.

Defense Economic Impact Estimates

Total Regional Impact

Regional Economic Impact	\$20.6 Billion
Percent of Economy	23.0%
Employment	157,312
Income	\$14.4 Billion
State and Local Taxes	\$785 Million

Direct Defense Spending

Procurement	\$4.8 Billion
Compensation	\$6.7 Billion
Pensions & Transfers	\$3.9 Billion
Total Defense Spending	\$15.4 Billion

Impacts by Component

Federal Military	
Economic Impact	\$19.2 Billion
Employment	148,897 Jobs
National Guard	
Economic Impact	\$1.3 Billion
Employment	7,346 Jobs
Coast Guard	
Economic Impact	\$176 Million
Employment	1,068 Jobs

Left page photo: Eglin AFB Night Flights,
Photo by Tech. Sgt. John Raven, 40th Flight Test Squadron



Bay County

Home to:

- Naval Support Activity Panama City
- Tyndall Air Force Base

Tyndall Aircraft Takeoffs,
Photo by Airman 1st Class Bailee Darbasie, 325th Fighter Wing Public Affairs

Naval Support Activity Panama City is host to the Naval Surface Warfare Center-Panama City Division, Naval Diving and Salvage Training Center, Navy Experimental Diving Unit, and U.S. Coast Guard Station Panama City. Its missions are to provide, operate and maintain facilities; provide defense and physical security of critical infrastructure; and provide operational support to the Fleet, Fighter, and Family and supported commands.


Tyndall Air Force Base is home to the 325th Fighter Wing and 19 other tenant units. The 325th Fighter Wing’s primary mission is to project unrivaled combat airpower for America as it transitions to the F-35A Lightning II. Tyndall Air Force Base is undergoing a \$4.7 billion dollar rebuild after sustaining significant damage from Hurricane Michael in 2018; upon completion, Tyndall will be the Air Force’s first 21st Century “Installation of the Future.”

Total County Impact

County Economic Impact	\$4.3 Billion
Percent of Economy	37.7%
Employment	33,339 Jobs
Income	\$3.1 Billion
State and Local Taxes	\$137 Million

Direct Defense Spending

Procurement	\$2.7 Billion
Compensation	\$509 Million
Pensions & Transfers	\$385 Million
Total Defense Spending	\$3.6 Billion



Escambia County

Home to:

- Naval Air Station Pensacola
- Corry Station
- Saufley Field

NAS Pensacola Memorial, Photo by Chief Petty Officer David Holmes,
Navy Public Affairs Support Element East, Detachment Southeast

Naval Air Station Pensacola, known as the “Cradle of Naval Aviation,” is the initial primary training base for all Navy, Marine, and Coast Guard aviators, as well as home to the Navy Flight Demonstration Squadron (Blue Angels) and other tenant units.

Corry Station hosts the headquarters of the Center for Information Warfare Training, which is responsible for the development of education and training policies in areas such as cryptology and cyber.

Saufley Field is a joint use facility and home to several DoD and other U.S. government organizations, including the Defense Activity for Nontraditional Education Support, Naval Reserve Center, and Bureau of Prisons.

Total County Impact

County Economic Impact

\$4.0 Billion

Percent of Economy

19.5%

Employment

31,651 Jobs

Income

\$2.9 Billion

State and Local Taxes

\$129 Million

Direct Defense Spending

Procurement

\$650 Million

Compensation

\$2.5 Billion

Pensions & Transfers

\$911 Million

Total Defense Spending

\$4.0 Billion



Okaloosa County

Home to:

- Eglin Air Force Base
- Hurlburt Field

Airborne Operations,
Photo by 2nd Lt. Karissa Rodriguez, 96th Test Wing Public Affairs

Eglin Air Force Base is home to the 96th Test Wing and various other units, including Air Force Materiel Command (AFMC), Air Force Armament Directorate, the 33rd Fighter Wing, and the Army's 6th Ranger Training Battalion and 7th Special Forces Group. The 96th Test Wing executes developmental tests and evaluations for Air Force weapons. Eglin also offers one of the nation's most comprehensive land/air/sea training areas in the Joint Gulf Range Complex, which extends from the coast into the Gulf of Mexico.

Hurlburt Field is home to the Air Force Special Operations Command (AFSOC), 1st Special Operations Wing, the USAF Special Operations School, and several associated units. Hurlburt delivers special operations aviation capabilities globally to the joint force.

Total County Impact

County Economic Impact

\$5.4 Billion

Percent of Economy

32.9%

Employment

38,149 Jobs

Income

\$3.9 Billion

State and Local Taxes

\$147 Million

Direct Defense Spending

Procurement

\$1.3 Billion

Compensation

\$3.4 Billion

Pensions & Transfers

\$973 Million

Total Defense Spending

\$5.6 Billion



Santa Rosa County

Home to:

- Naval Air Station Whiting Field

TH-73A Thrasher Arrival at NAS Whiting Field,
Photo by Petty Officer 2nd Class Jason Isaacs, Chief of Naval Air Training

Naval Air Station (NAS) Whiting Field is home to Training Air Wing FIVE and comprises 12 outlying fields with three separate and fully operational airfields over 12,000 acres. Its mission is to produce the best-trained “Aviation Warfighter.” More than 1,200 pilots graduate here each year, including all Navy, Marine, and Coast Guard helicopter pilots. Approximately 12% of all Navy and Marine flight hours are flown at NAS Whiting Field; all flight hours combined make the installation busier than Hartsfield-Jackson Atlanta International Airport. Training Air Wing FIVE is transitioning the advanced helicopter training program to the new TH-73A Thrasher helicopter.

Total County Impact

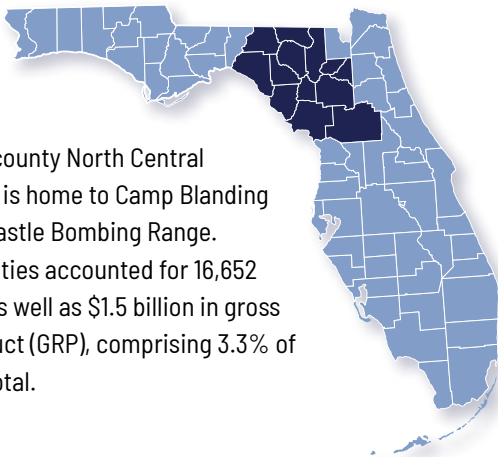
County Economic Impact	\$1.2 Billion
Percent of Economy	19.2%
Employment	9,476 Jobs
Income	\$733 Million
State and Local Taxes	\$84 Million

Direct Defense Spending

Procurement	\$86 Million
Compensation	\$351 Million
Pensions & Transfers	\$784 Million
Total Defense Spending	\$1.2 Billion



NORTH CENTRAL FLORIDA REGION



The thirteen-county North Central Florida region is home to Camp Blanding and the Pinecastle Bombing Range. Defense activities accounted for 16,652 jobs in 2022 as well as \$1.5 billion in gross regional product (GRP), comprising 3.3% of the regional total.

Defense Economic Impact Estimates

Total Regional Impact

Regional Economic Impact	\$1.5 Billion
Percent of Economy	3.3%
Employment	16,652 Jobs
Income	\$824 Million
State and Local Taxes	\$130 Million

Direct Defense Spending

Procurement	\$72 Million
Compensation	\$154 Million
Pensions & Transfers	\$2.0 Billion
Total Defense Spending	\$2.3 Billion

Impacts by Component

Federal Military	
Economic Impact	\$1.4 Billion
Employment	15,970 Jobs
National Guard	
Economic Impact	\$55 Million
Employment	535 Jobs
Coast Guard	
Economic Impact	\$15 Million
Employment	148 Jobs

Left page photo: 3rd CAB Kicks Up Some Dust,
Photo by Sgt. William Begley, 3rd Combat Aviation Brigade



Bradford County

Home to:

- Camp Blanding Joint Training Center

Camp Blanding CPX, Photo by Scarlet Sharp, 2nd Marine Logistics Group

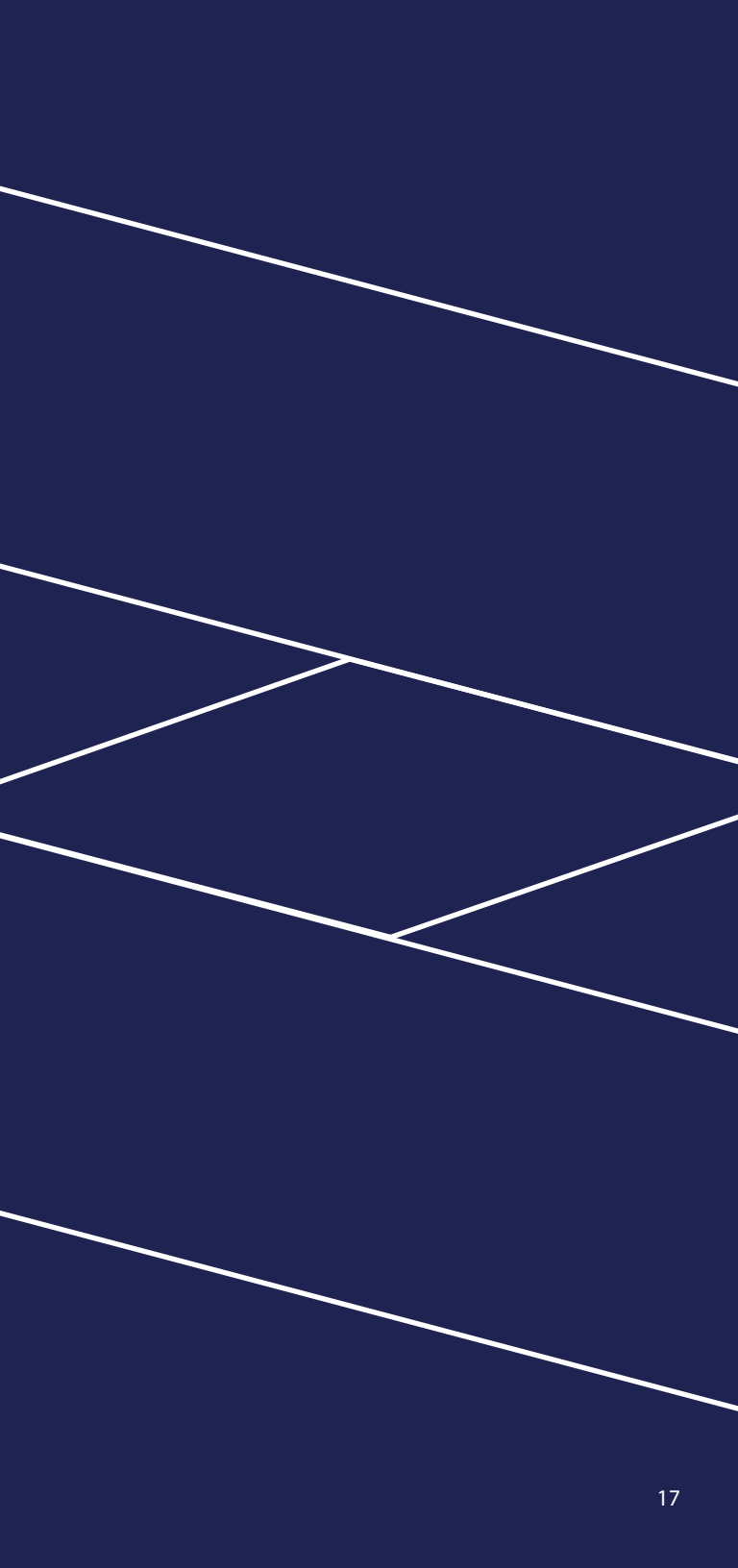
Camp Blanding Joint Training Center is the primary training site for the Florida National Guard. The reservation comprises 73,000 acres of forests, lakes, and grasslands. Camp Blanding also provides training areas for US Army Reserve, other Army and Air National Guard, Civil Air Patrol, and ROTC units. Camp Blanding can accommodate more than 3,500 personnel and can support live fire training for small arms, mortars, artillery, helicopters, and fixed wing aircraft.

Total County Impact

County Economic Impact	\$29 Million
Percent of Economy	3.3%
Employment	349 Jobs
Income	\$15 Million
State and Local Taxes	\$3 Million

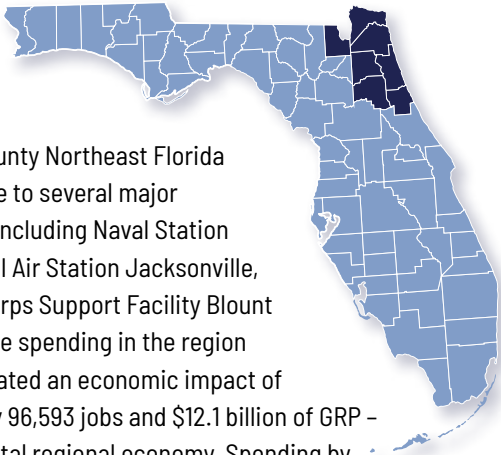
Direct Defense Spending

Procurement	\$3 Million
Compensation	\$4 Million
Pensions & Transfers	\$50 Million
Total Defense Spending	\$58 Million





NORTHEAST FLORIDA REGION



The seven-county Northeast Florida region is home to several major installations, including Naval Station Mayport, Naval Air Station Jacksonville, and Marine Corps Support Facility Blount Island. Defense spending in the region in 2022 generated an economic impact of approximately 96,593 jobs and \$12.1 billion of GRP – 9.8% of the total regional economy. Spending by the federal military accounted for 88,858 jobs while the National Guard and Coast Guard accounted for 5,910 jobs and 1,825 jobs, respectively.

Defense Economic Impact Estimates

Total Regional Impact

Regional Economic Impact	\$12.1 Billion
Percent of Economy	9.8%
Employment	96,593 Jobs
Income	\$8.2 Billion
State and Local Taxes	\$541 Million

Direct Defense Spending

Procurement	\$1.9 Billion
Compensation	\$3.0 Billion
Pensions & Transfers	\$3.4 Billion
Total Defense Spending	\$8.3 Billion

Impacts by Component

Federal Military	
Economic Impact	\$10.9 Billion
Employment	88,858 Jobs
National Guard	
Economic Impact	\$855 Million
Employment	5,910 Jobs
Coast Guard	
Economic Impact	\$306 Million
Employment	1,825 Jobs

Left page photo: Naval Station Mayport,
Photo by Seaman Andrew Schneider, Navy Public Affairs Support Element East – (Reserve)



Clay County

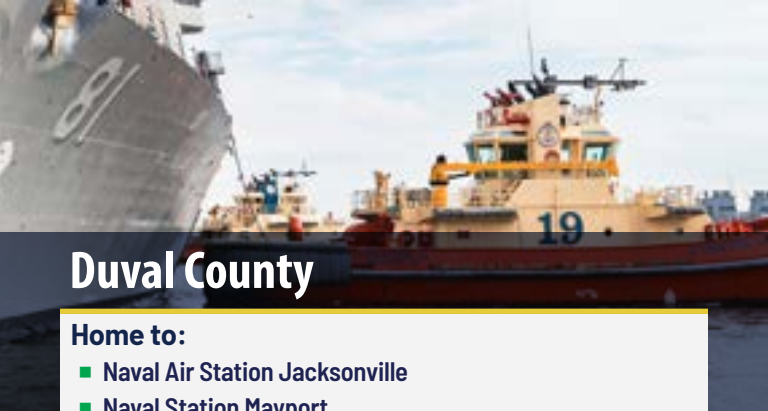
Home to:

- Camp Blanding Joint Training Center

Florida Guardsmen Fire HIMARs for The First Time at Camp Blanding,
Photo by Master Sgt. Thomas Kielbasa, Florida National Guard Public Affairs Office

Camp Blanding Joint Training Center is the primary training site for the Florida National Guard. The reservation comprises 73,000 acres of forests, lakes, and grasslands. Camp Blanding also provides training areas for US Army Reserve, other Army and Air National Guard, Civil Air Patrol, and ROTC units. Camp Blanding can accommodate more than 3,500 personnel and can support live fire training for small arms, mortars, artillery, helicopters, and fixed wing aircraft.

Total County Impact	
County Economic Impact	\$690 Million
Percent of Economy	9.6%
Employment	8,785 Jobs
Income	\$405 Million
State and Local Taxes	\$59 Million
Direct Defense Spending	
Procurement	\$42 Million
Compensation	\$31 Million
Pensions & Transfers	\$611 Million
Total Defense Spending	\$683 Million



Duval County

Home to:

- Naval Air Station Jacksonville
- Naval Station Mayport
- Marine Corps Support Facility Blount Island
- Jacksonville Air National Guard

NAVSTA Mayport Prepares for Hurricane Idalia
Photo by PO1 Brandon Vinson

Naval Air Station Jacksonville is the largest installation in Navy Region Southeast and includes three bombing ranges, seven active-duty Maritime Patrol squadrons, three reserve squadrons, five helicopter squadrons, and one unmanned aircraft system squadron, totaling more than 100 aircraft. Naval Station Mayport is home to a major seaport, an air facility, the Navy's 4th Fleet, and more than 70 tenant commands including 21 naval ships and four helicopter squadrons.

Marine Corps Support Facility Blount Island is the hub of the Marine Corps' prepositioning programs and serves as the home of Blount Island Command. The 125th Fighter Wing is based at Jacksonville International Airport and stands ready to provide air defense for the southeastern United States.

Total County Impact

County Economic Impact

\$9.1 Billion

Percent of Economy

10.4%

Employment

68,060 Jobs

Income

\$6.4 Billion

State and Local Taxes

\$293 Million

Direct Defense Spending

Procurement

\$1.8 Billion

Compensation

\$2.9 Billion

Pensions & Transfers

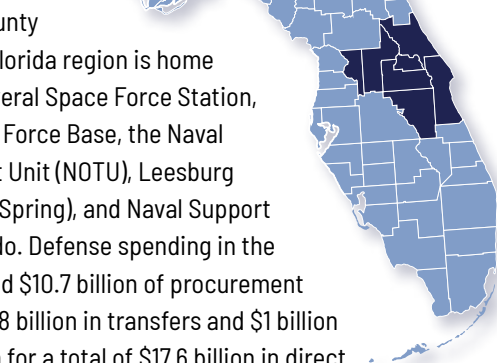
\$1.8 Billion

Total Defense Spending

\$6.5 Billion



EAST CENTRAL FLORIDA REGION



The seven-county East Central Florida region is home to Cape Canaveral Space Force Station, Patrick Space Force Base, the Naval Ordnance Test Unit (NOTU), Leesburg Facility (Bugg Spring), and Naval Support Activity Orlando. Defense spending in the region included \$10.7 billion of procurement along with \$5.8 billion in transfers and \$1 billion compensation for a total of \$17.6 billion in direct spending. This defense spending was responsible for generating 310,588 jobs in the region as well as \$28.1 billion of GRP – 11.1% of the total regional GRP. East Central Florida's procurement flows are driven largely by the aerospace industry cluster in Brevard and Orange Counties.

Defense Economic Impact Estimates

Total Regional Impact

Regional Economic Impact	\$28.2 Billion
Percent of Economy	11.1%
Employment	310,588 Jobs
Income	\$19.4 Billion
State and Local Taxes	\$1.2 Billion

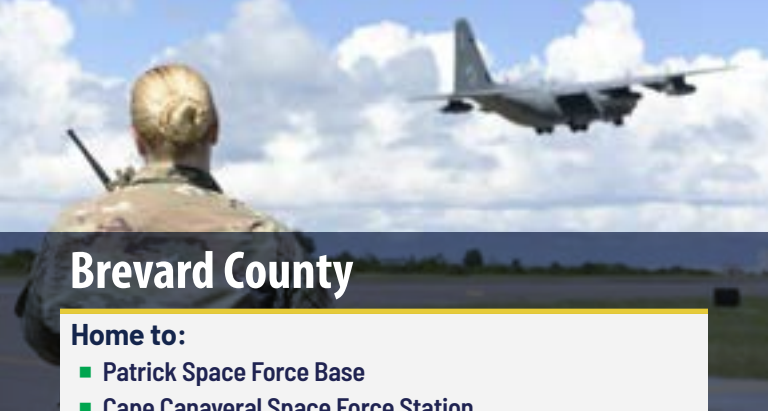
Direct Defense Spending

Procurement	\$10.7 Billion
Compensation	\$1.0 Billion
Pensions & Transfers	\$5.8 Billion
Total Defense Spending	\$17.6 Billion

Impacts by Component

Federal Military	
Economic Impact	\$27.2 Billion
Employment	301,622 Jobs
National Guard	
Economic Impact	\$657 Million
Employment	6,297 Jobs
Coast Guard	
Economic Impact	\$284 Million
Employment	2,670 Jobs

Left page photo: Space Launch Delta 45 Supports Successful GOES-T Launch,
Photo by Airman 1st Class Thomas Sjoberg, Space Launch Delta 45



Brevard County

Home to:

- Patrick Space Force Base
- Cape Canaveral Space Force Station
- Naval Ordnance Test Unit

Patrick SFB Airfield Management Team Enables DOD Mission,
Photo by Airman 1st Class Samuel Becker, Space Launch Delta 45

Patrick Space Force Base is home to Space Launch Delta 45, the US Space Force organization that manages all space launch operations on Cape Canaveral and the Eastern Range, including launch activities from the Department of Defense, NASA, and other private companies. Patrick Space Force Base is also home to the Air Force Technical Applications Center, which monitors international compliance with nuclear treaties, and the 920th Rescue Wing. Cape Canaveral Space Force Station is located 10 miles from Patrick SFB and is the primary launch site for the Space Force’s Eastern Range. The Naval Ordnance Test Unit (NOTU) serves the country by supporting and testing sea-based weapons systems. The command directly supports mission capability and readiness of the US Navy’s Trident Submarines as well as the Fleet Ballistic Missile program of the United Kingdom.

Total County Impact

County Economic Impact	\$7.8 Billion
Percent of Economy	22.8%
Employment	63,316 Jobs
Income	\$5.6 Billion
State and Local Taxes	\$251 Million

Direct Defense Spending

Procurement	\$4.7 Billion
Compensation	\$452 Million
Pensions & Transfers	\$1.3 Billion
Total Defense Spending	\$6.4 Billion



Lake County

Home to:

- Bugg Spring

Leesburg Facility at Bugg Spring

The Underwater Sound Reference Division (USRD) of the Naval Undersea Warfare Center (NUWC) Division Newport maintains an open water facility at Bugg Spring. The low ambient noise, lack of recreational boating, dense vegetation, and low reverberation make this a prime facility for calibration of submarine and surface ship tactical towed arrays. It is the only facility of its kind with year-round warm weather.

Total County Impact

County Economic Impact

\$627 Million

Percent of Economy

4.5%

Employment

7,481 Jobs

Income

\$363 Million

State and Local Taxes

\$54 Million

Direct Defense Spending

Procurement

\$4 Million

Compensation

\$53 Million

Pensions & Transfers

\$690 Million

Total Defense Spending

\$747 Million



Orange County

Home to:

- Naval Support Activity Orlando

Naval Support Activity Orlando Morning Colors, U.S. Navy

Naval Support Activity (NSA) Orlando is the home of the Naval Air Warfare Center Training Systems Division (NAWCTSD) Orlando, the Navy’s principal center for modeling, simulation, and training systems technologies. The center develops training systems for various military programs, including aircraft, surface ships, submarines, and other specialized requirements. NSA Orlando supports all DoD activities in Central Florida, most of which support military training and simulation missions. It has added the Army’s Program Executive Office for Simulation, Training, and Instrumentation and other joint and interagency organizations as major tenant units.

Total County Impact

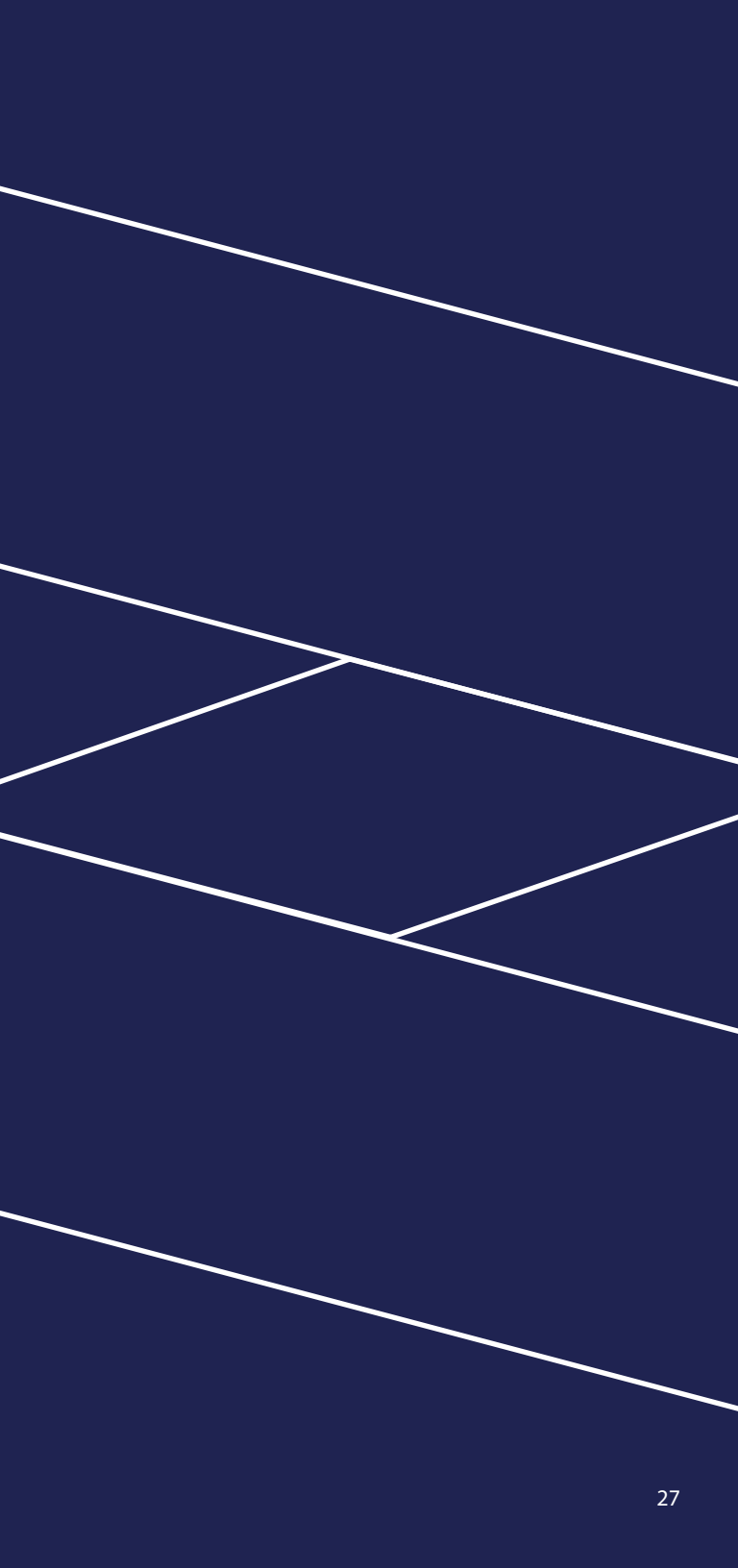
County Economic Impact

\$11.6 Billion

Percent of Economy	9.1%
Employment	118,194 Jobs
Income	\$8.2 Billion
State and Local Taxes	\$347 Million

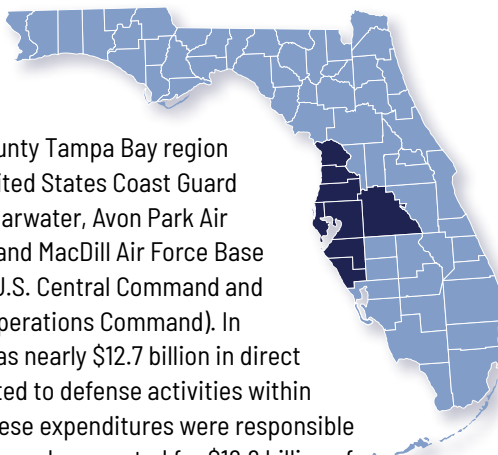
Direct Defense Spending

Procurement	\$5.9 Billion
Compensation	\$274 Million
Pensions & Transfers	\$1.8 Billion
Total Defense Spending	\$8.0 Billion





TAMPA BAY FLORIDA REGION



The seven-county Tampa Bay region is home to United States Coast Guard Air Station Clearwater, Avon Park Air Force Range, and MacDill Air Force Base (which hosts U.S. Central Command and U.S. Special Operations Command). In 2022, there was nearly \$12.7 billion in direct spending related to defense activities within the region. These expenditures were responsible for 152,321 jobs and accounted for \$16.6 billion of GRP, or 5.3% of the region's total GRP. Most defense spending in the Tampa Bay region (more than 60%) came in the form of transfer payments to veterans and retirees. The bulk of the economic impacts in the region resulted from federal dollars flowing through the military – approximately \$15.3 billion GRP impact and 142,349 jobs. The National Guard and Coast Guard accounted for 5,579 jobs and 4,392 jobs, respectively.

Defense Economic Impact Estimates

Total Regional Impact

Regional Economic Impact	\$16.6 Billion
Percent of Economy	5.3%
Employment	152,321
Income	\$10.8 Billion
State and Local Taxes	\$928 Million

Direct Defense Spending

Procurement	\$2.8 Billion
Compensation	\$2.1 Billion
Pensions & Transfers	\$7.7 Billion
Total Defense Spending	\$12.7 Billion

Impacts by Component

Federal Military	
Economic Impact	\$15.3 Billion
Employment	142,349 Jobs
National Guard	
Economic Impact	\$737 Million
Employment	5,579 Jobs
Coast Guard	
Economic Impact	\$565 Million
Employment	4,392 Jobs

Left page photo: Tampa Bay AirFest,
Photo by Airman 1st Class Lauren Cobin, 6th Air Refueling Wing Public Affairs



Hillsborough County

Home to:

- MacDill Air Force Base
- U.S. Central Command
- U.S. Special Operations Command

MacDill KC-135 Stratotanker Refueling F-16 Fighting Falcon
Photo by Senior Airman Shannon Bowman, 6th Air Refueling Wing Public Affairs

MacDill Air Force Base is home to the 6th Air Refueling Wing, a 3,000-person force capable of rapidly projecting air refueling power anywhere in the world. MacDill is also host to U.S. Central Command, U.S. Special Operations Command, and 51 other tenant units from all service branches.

U.S. Central Command is one of eleven unified combatant commands of the DoD. It is responsible for coordinating all military activity between US and allied nations in 21 countries spanning the Middle East, Central Asia, and parts of South Asia.

U.S. Special Operations Command is the unified combatant command that develops and employs special operations forces to protect and advance U.S. policies and objectives.

Total County Impact

County Economic Impact	\$8.5 Billion
Percent of Economy	6.9%
Employment	65,291 Jobs
Income	\$5.8 Billion
State and Local Taxes	\$333 Million

Direct Defense Spending

Procurement	\$2.0 Billion
Compensation	\$1.4 Billion
Pensions & Transfers	\$2.8 Billion
Total Defense Spending	\$6.3 Billion



Pinellas County

Home to:

- Coast Guard Air Station Clearwater

USCG Jayhawk Crew Conducts Training Flight,
Photo by Lisa Ferdinando, U.S. Coast Guard District 7

Coast Guard Air Station Clearwater, based out of Clearwater International Airport, is the largest and busiest air station in the Coast Guard and is responsible for operations in the Gulf of Mexico, the Caribbean basin, and the Bahamas. The station maintains deployed H-60 helicopters for joint anti-drug and anti-migrant smuggling operations with the DEA and Bahamian authorities in the Bahamas. The station also has C-130s deployed in support of Joint Interagency Task Force operations in the Caribbean. This is done while simultaneously patrolling and performing search and rescue operations around the Florida coast.

Total County Impact

County Economic Impact	\$3.4 Billion
Percent of Economy	5.3%
Employment	32,247 Jobs
Income	\$2.2 Billion
State and Local Taxes	\$183 Million

Direct Defense Spending

Procurement	\$721 Million
Compensation	\$320 Million
Pensions & Transfers	\$1.5 Billion
Total Defense Spending	\$2.6 Billion



Polk County

Home to:

- Avon Park Air Force Range

156 CRG Operations at Avon Park during SSTK22,
Photo by Master Sgt. Rafael Rosa, 102nd Public Affairs Detachment

Avon Park Air Force Range (APAFR) consists of 106,000 acres, 20,000 square miles of special use airspace and a fully operational 8,000-foot runway, making it the largest training range east of the Mississippi River. It is located in Polk and Highlands Counties and managed by the Air Force's 598th Range Squadron, and it serves as an important training range for Homestead Air Reserve Base, Patrick SFB, MacDill AFB, and Moody AFB.

Total County Impact

County Economic Impact

\$891 Million

Percent of Economy

2.4%

Employment

10,137 Jobs

Income

\$526 Million

State and Local Taxes

\$74 Million

Direct Defense Spending

Procurement

\$18 Million

Compensation

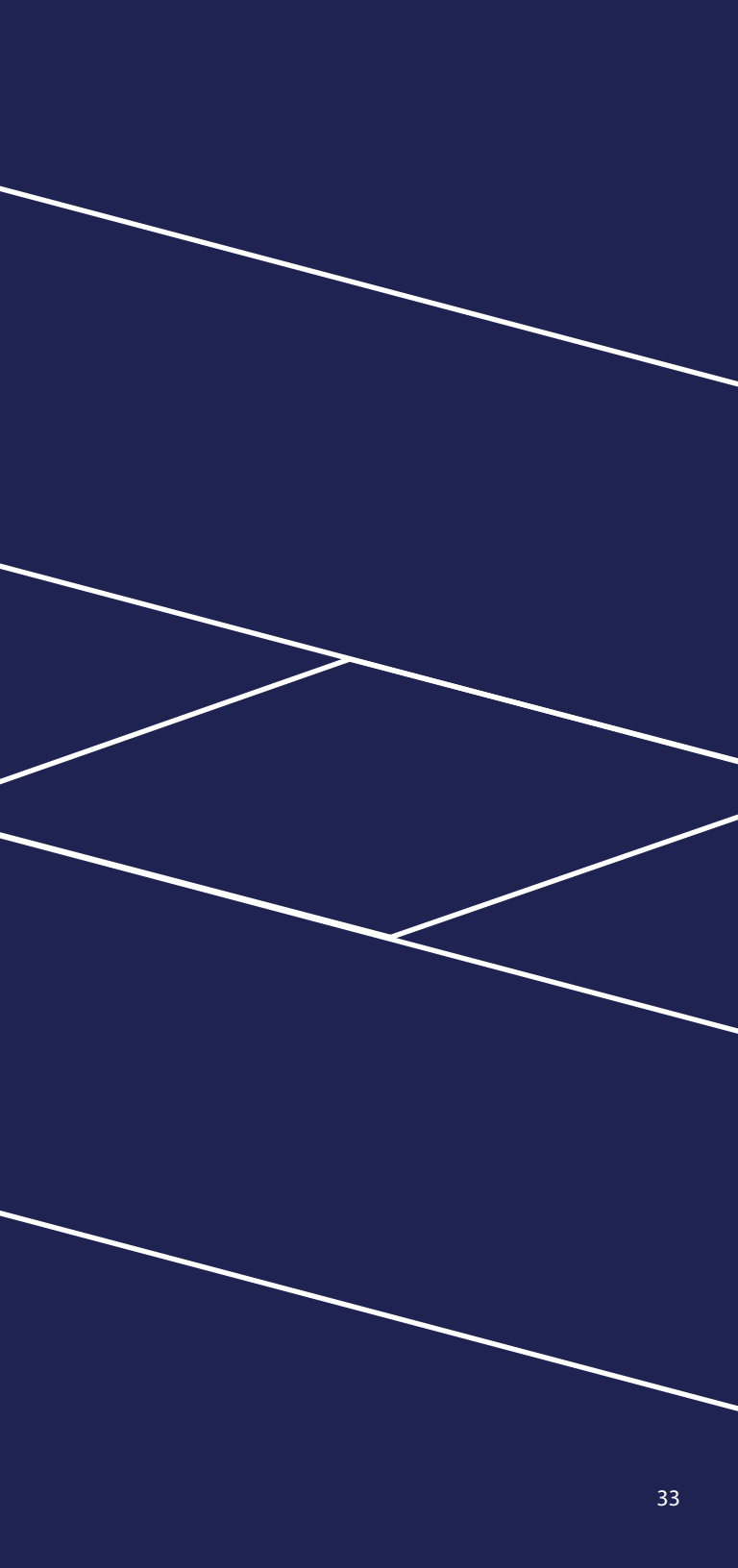
\$109 Million

Pensions & Transfers

\$948 Million

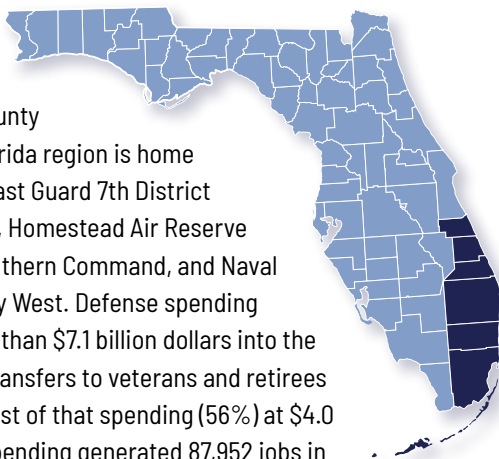
Total Defense Spending

\$1.1 Billion





SOUTHEAST FLORIDA REGION




The seven-county Southeast Florida region is home to the U.S. Coast Guard 7th District Headquarters, Homestead Air Reserve Base, U.S. Southern Command, and Naval Air Station Key West. Defense spending brought more than \$7.1 billion dollars into the region, with transfers to veterans and retirees making up most of that spending (56%) at \$4.0 billion. This spending generated 87,952 jobs in the region and accounted for almost \$8.9 billion in GRP – 1.7% of the region's 2022 total GRP. Most of the economic impacts observed in Southeast Florida were a consequence of spending by the military, which was responsible for 77,989 jobs and \$7.6 billion of GRP impact. The National Guard spending generated \$468 million and 3,889 jobs while the Coast Guard accounted for \$808 million and 6,075 jobs.

Defense Economic Impact Estimates

Total Regional Impact	
Regional Economic Impact	\$8.9 Billion
Percent of Economy	1.7%
Employment	87,952 Jobs
Income	\$5.9 Billion
State and Local Taxes	\$421 Million
Direct Defense Spending	
Procurement	\$1.3 Billion
Compensation	\$1.9 Billion
Pensions & Transfers	\$4.0 Billion
Total Defense Spending	\$7.1 Billion
Impacts by Component	
Federal Military	
Economic Impact	\$7.6 Billion
Employment	77,989 Jobs
National Guard	
Economic Impact	\$468 Million
Employment	3,889 Jobs
Coast Guard	
Economic Impact	\$808 Million
Employment	6,075 Jobs

Left page photo: U.S. Soldiers Arrive at Homestead Air Reserve Base,
Photo by Tech. Sgt. Paul Cook



Miami-Dade County

Home to:

- United States Southern Command
- Homestead Air Reserve Base
- 7th Coast Guard District HQ

Sunset F-16,
Photo by TSgt Lionel Castellano

U.S. Southern Command is the geographic combatant command responsible for providing contingency planning, operations, and security cooperation throughout Central and South America and the Caribbean.

Homestead Air Reserve Base is home to the 482nd Fighter Wing and the headquarters of Special Operations Command South. In addition to providing trained and proficient F-16 pilots, Homestead ARB serves as a strategic staging location for US Northern Command and US Southern Command operations in the Caribbean Basin.

The Seventh Coast Guard District HQ works with other governmental entities and partner nations to safeguard US maritime interests in the southeastern US and Caribbean.

Total County Impact

County Economic Impact	\$3.1 Billion
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Percent of Economy	1.5%
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Employment	27,673 Jobs
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Income	\$2.1 Billion
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State and Local Taxes	\$123 Million
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Direct Defense Spending

Procurement	\$480 Million
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Compensation	\$887 Million
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Pensions & Transfers	\$1.1 Billion
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Total Defense Spending	\$2.4 Billion
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Monroe County

Home to:

- Naval Air Station Key West

Super Hornets in Key West,
Photo by Petty Officer 2nd Class Nicholas Huynh, Naval Air Station Key West

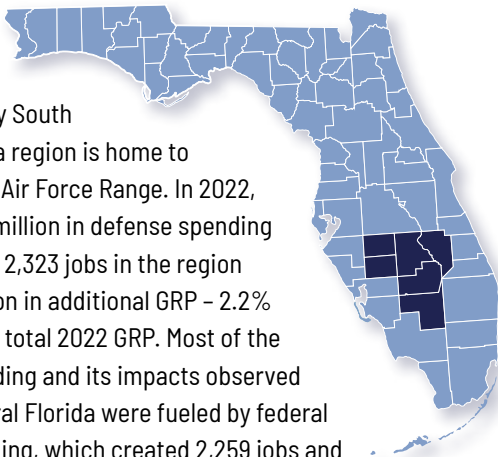
Naval Air Station Key West is host to several tenant commands, including Fighter Squadron Composite 111, Strike Fighter Squadron 106 Detachment Key West, the US Army Special Forces Underwater Operations School, and Joint Interagency Task Force South. NAS Key West offers an air-to-air combat training facility for fighter aircraft from all services, and its national security mission supports operational and readiness requirements for DoD, USCG, Army and Air National Guard units, and other federal agencies.

Total County Impact	
County Economic Impact	\$362 Million
Percent of Economy	5.3%
Employment	2,637 Jobs
Income	\$261 Million
State and Local Taxes	\$10 Million
Direct Defense Spending	
Procurement	\$67 Million
Compensation	\$260 Million
Pensions & Transfers	\$84 Million
Total Defense Spending	\$411 Million



SOUTH CENTRAL FLORIDA REGION

The six-county South Central Florida region is home to the Avon Park Air Force Range. In 2022, roughly \$336 million in defense spending accounted for 2,323 jobs in the region and \$196 million in additional GRP – 2.2% of the region's total 2022 GRP. Most of the defense spending and its impacts observed in South Central Florida were fueled by federal military spending, which created 2,259 jobs and \$188 million in economic impact. The National Guard and Coast Guard combined were responsible for 64 jobs and \$7.4 million of GRP.



Defense Economic Impact Estimates

Total Regional Impact

Regional Economic Impact	\$196 Million
Percent of Economy	2.2%
Employment	2,323 Jobs
Income	\$118 Million
State and Local Taxes	\$15 Million

Direct Defense Spending

Procurement	\$30 Million
Compensation	\$41 Million
Pensions & Transfers	\$265 Million
Total Defense Spending	\$336 Million

Impacts by Component

Federal Military	
Economic Impact	\$188 Million
Employment	2,259 Jobs
National Guard	
Economic Impact	\$6 Million
Employment	48 Jobs
Coast Guard	
Economic Impact	\$1 Million
Employment	16 Jobs

Left page photo: HMLA-167 DFT, Avon Park, Florida,
Photo by Cpl. Morgan Woods, 2nd Marine Aircraft Wing



Highlands County

Home to:

- Avon Park Air Force Range

VMU-2 Refines Operational Readiness at Avon Park,
Photo by Cpl. J. R. Heins, II Marine Expeditionary Force

Avon Park Air Force Range (APAFR) consists of 106,000 acres, 20,000 square miles of special use airspace and a fully operational 8,000-foot runway, making it the largest training range east of the Mississippi River. It is located in Polk and Highlands Counties and managed by the Air Force's 598th Range Squadron, and it serves as an important training range for Homestead Air Reserve Base, Patrick SFB, MacDill AFB, and Moody AFB.

Total County Impact

County Economic Impact	\$77 Million
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Percent of Economy	2.4%
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Employment	889 Jobs
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Income	\$44 Million
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State and Local Taxes	\$7 Million
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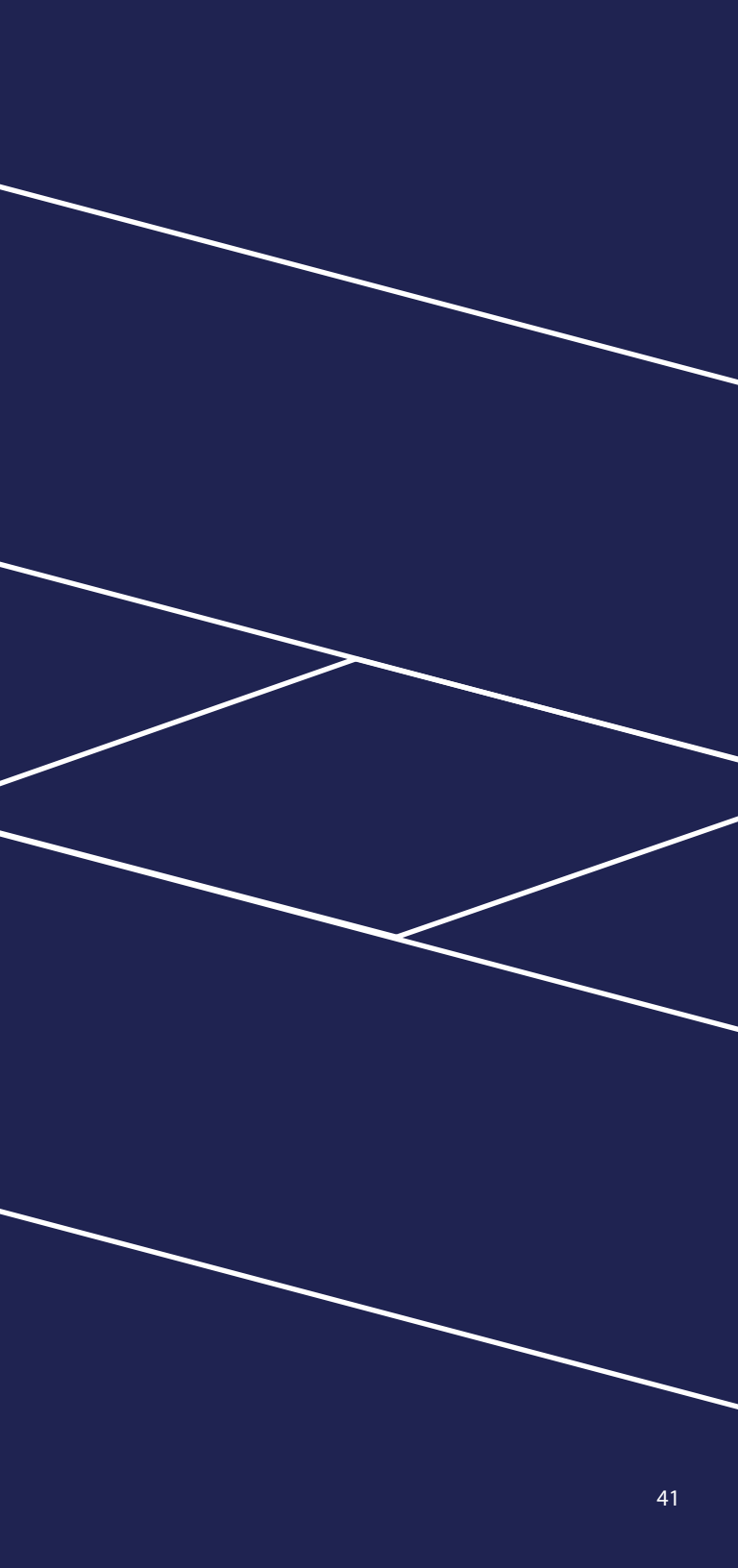
Direct Defense Spending

Procurement	\$4 Million
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Compensation	\$15 Million
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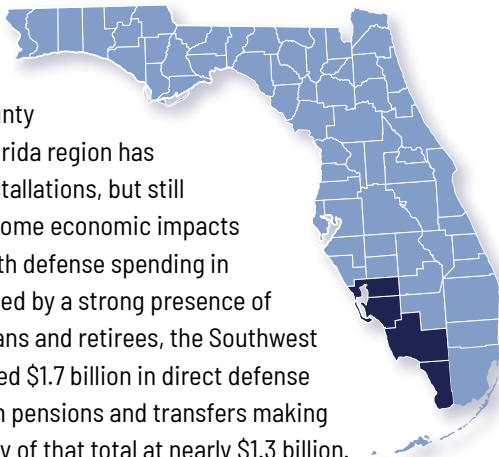
Pensions & Transfers	\$137 Million
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Total Defense Spending	\$155 Million
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SOUTHWEST FLORIDA REGION



The three-county Southwest Florida region has no military installations, but still experienced some economic impacts associated with defense spending in 2022. Supported by a strong presence of military veterans and retirees, the Southwest Region received \$1.7 billion in direct defense spending, with pensions and transfers making up the majority of that total at nearly \$1.3 billion.

The region's close proximity to both the Southeast and Tampa Bay regions generated economic spill-over effects that also helped to sustain the region's respectable defense economy. 2022 defense spending in the region generated 15,681 jobs and accounted for more than \$1.3 billion in GRP – 1.8% of the region's total GRP.

Defense Economic Impact Estimates

Total Regional Impact

Regional Economic Impact	\$1.3 Billion
Percent of Economy	1.8%
Employment	15,681
Income	\$833 Million
State and Local Taxes	\$91 Million

Direct Defense Spending

Procurement	\$222 Million
Compensation	\$210 Million
Pensions & Transfers	\$1.3 Billion
Total Defense Spending	\$1.7 Billion

Impacts by Component

Federal Military	
Economic Impact	\$1.3 Billion
Employment	15,013 Jobs
National Guard	
Economic Impact	\$45 Million
Employment	475 Jobs
Coast Guard	
Economic Impact	\$17 Million
Employment	193 Jobs

Left page photo: USS Florida,
Photo by Christopher Johnson, U.S. Navy

MILITARY & DEFENSE SUPPORT

*Working to Keep Florida the Best Place
for the Department of Defense
to do Business*

The Florida Model

GOVERNOR'S OFFICE • LEGISLATURE

- FloridaCommerce Office of Military and Defense
 - Florida Defense Support Commission
 - Florida Defense Alliance
 - Defense Grant Programs

Military Friendly Florida

Advantages*

- No State Income Tax
- Support for Military Spouses (Employment/ Licensure)
- In-state College Tuition for Military Family Members
- Purple Star Schools
- Numerous Military Friendly Laws and Programs

Base Encroachment Protections

- Legislative Protections
- Florida Forever
- Military Base Protection Program

Partnerships

- Public-Public; Public-Private Partnerships (P4) to reduce Base Operational Costs

- Space Industry – Launch Capability
- Energy Resilience/ Industry Sharing
- Modeling, Simulation, and Training with Academia and Business

Gulf Range Complex/ Avon Park Air Force Range

- National Assets for Test and Training the Entire Joint Force

Grant Programs (FY21-22)

- Defense Infrastructure Grants: \$1.6M
- Defense Reinvestment Grants: \$800K
- Other Grants: \$1.2M

* Florida's 2021 Military-Friendly Guide

PARTNERSHIPS

FloridaCommerce established the Office of Military and Defense



on July 1, 2023. Housed within

the Division of Economic Development, the office enables FloridaCommerce to engage with Florida's military and defense communities to streamline business and economic development efforts, provide further support for Florida's military families, and protect military installations. For more information, visit <https://www.floridajobs.org/office-directory/division-of-economic-development/office-of-military-and-defense>.

FLORIDA DEFENSE SUPPORT COMMISSION MISSION

- To make recommendations to preserve and protect military installations.
- To assist Veterans Florida with economic and workforce development efforts in military communities.
- To conduct planning and research and development to support military missions, businesses, and military families.
- To improve the state's military friendly environment for service members, military dependents, military retirees, and businesses that bring military and base-related jobs to the state.

For more information about the Florida Defense Support Commission, visit <https://www.selectflorida.org/military-defense/>



Matrix

Excellence by Design

in association with





CO:LAB Pensacola

Report for Policy Board as of 12/1/24



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
Virtual Tenant	NA	NA	NA	NA	1	3
TOTAL SQUARE FEET:	10,206	7,185	Totals:	70.40%	22	59

Current Clients	Connection	Status	Targeted Industries Jobs		
Prospect Junkie	Tenant	4th			
Argo Cyber Systems	Tenant	3rd year	Bus Svcs	26	44%
National Energy USA	Tenant	3rd year	IT Svcs	23	39%
Taste of Pensacola	Tenant	3rd year	Cyber IT	6	10%
MediaTech Direct	Tenant	3rd year	Adv Mfg	4	7%
Morbi	Tenant	2nd year	Total	59	100%
All Mine Lah	Tenant	2nd year			
Lifestyle Medicine Wellness & Recovery	Tenant	2nd year			
She Speaks and Inspires	Tenant	2nd year			
Mappica	Tenant	2nd year			
Gulf Coast 3D Metrology	Tenant	2nd year			
Screen Corps	Tenant	1st year			
Key Tutoring Resources	Tenant	2nd 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			



CO:LAB Pensacola

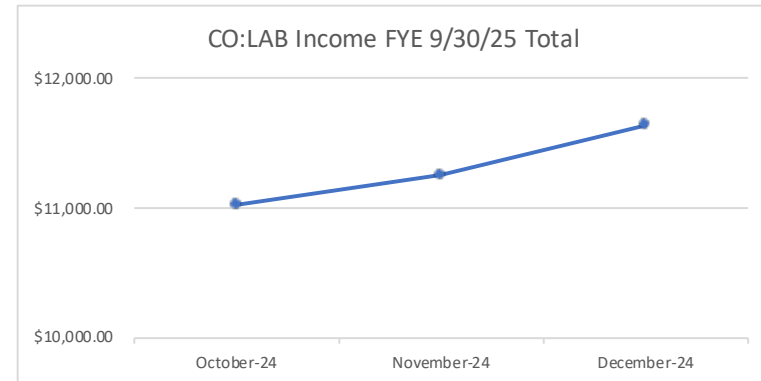
Report for Policy Board as of 12/1/24



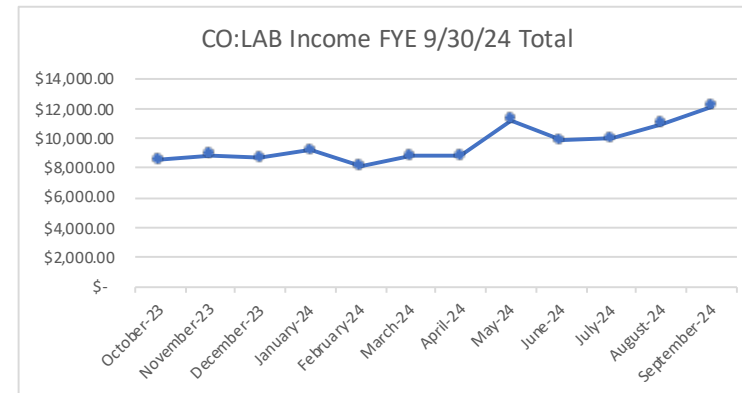
Exited Clients	Date of Entry	Co:Lab Status	Business Status
The Analyst Group	Mar-09	Graduated 7/15/12	Office space in Milton
Engineering & Planning Resources	Sep-10	Graduated 4/2014	Office space in downtown Pensacola
Accountingfly	Jun-12	Graduated 2/15/17	Office space in downtown Pensacola
Pay Cell Systems, 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
Envision CMS	21-Aug	Graduated	Temporarily Relocated

**CO:LAB Income
FYE 9/30/25**

	Total	Rent	Tax	Cleaning
October-24	\$ 11,024.20	\$ 10,008.89	\$ 350.31	\$ 665.00
November-24	\$ 11,246.73	\$ 10,223.89	\$ 357.84	\$ 665.00
December-24	\$11,634.85	\$10,598.89	\$370.96	\$665.00
January-25				
February-25				
March-25				
April-25				
May-25				
June-25				
July-25				
August-25				
September-25				
Total FYTD	\$ 33,905.78	\$ 30,831.67	\$ 1,079.11	\$ 1,995.00

CO:LAB Income Comparison FY 25 vs FY 24**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
Total FYTD	\$ 115,245.76	\$ 103,019.65	\$ 5,581.99	\$ 6,644.12



Marketing & Communications Review

Website Metrics – Google Analytics - November over October 2024

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

FloridaWest.com

- users ↑ 53% - ↑ 720 – total of 2079 unique users
- page views ↑ 310% - ↑ 7311 – total of 9665 page views
- sessions ↑ 31% - ↑ 501 – total of 2132 sessions
- top cities: New York, Pensacola, Chicago, Raleigh

CyberCoastFlorida.com

- users ↓ 4% - ↑ 4 – total of 86 users
- page views ↑ 13% - ↑ 22 – total of 189 page views
- sessions ↑ 1% - ↑ 1 – total of 101 sessions
- top cities: Chicago, Columbus, Pensacola, Sydney, Boardman

CO:LAB.com

- users ↑ 7% - ↑ 14 – total of 214 users
- page views ↓ .5% - ↓ 3 – total of 429 page views
- sessions ↑ 8% - ↑ 19 – total of 262 sessions
- top cities: Pensacola, Ashburn, Chicago, Mobile, Columbus

Social Media Metrics – October over September 2024

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

FloridaWest

- Facebook
 - Reach: 841 ↑ 266% over previous period
 - Page views: 2500 ↑ 4% over previous period
 - Page new likes: 1
 - Total likes/followers: 918
- Instagram
 - Reach: 175 ↓ 54% over previous period
 - Profile visits: 17 ↓ 19% over previous period
 - Views: 612 ↓ 12% over previous period
 - New followers: 6
 - Total followers: 613
- LinkedIn
 - Impressions: 2702 ↑ 66% over previous period
 - Reactions: 77 ↑ 133% over previous period
 - Page views: 80 ↑ 2.6% over previous period
 - New followers: 37
 - Total followers: 1423

CO:LAB

- Facebook
 - Reach: 642 ↓ 30% over previous period
 - Page views: 1900 ↓ 26% over previous period
 - Page new likes: 4
 - Total likes: 1,010
- Instagram
 - Reach: 217 ↓ 14% over previous period
 - Profile Visits: 39 ↓ 2.5% over previous period
 - Views: 807 ↓ 4% over previous period
 - New followers: 10
 - Total followers: 1,157
- LinkedIn
 - Impressions: 2119 ↑ 54% over previous period
 - Reactions: 83 ↑ 32% over previous period
 - Page views: 30 ↑ 3% over previous period
 - New followers: 11
 - Total followers: 692

CyberCoast

- Facebook
 - Reach: 23 ↓ 45% over previous period
 - Page views: 63 ↓ 52% over previous period
 - Page new likes: 1
 - Total likes: 166
- Instagram
 - Reach: 87 ↓ 19% over previous period
 - Profile visits: 7 ↓ 36% over previous period
 - New followers: 4
 - Total followers: 352
- LinkedIn
 - Impressions: 163 ↑ 1% over previous period
 - Reactions: 5 ↑ 67% over previous period
 - Page views: 5 ↑ 67% over previous period
 - New followers: 1
 - Total followers: 183

News, Events & More

- eNewsletter sent Friday, Nov. 1
 - Please send any relevant economic development/community news to pr@floridawesteda.com
- A press release was distributed about Chris Platé being selected as CEO and it was pushed out on our social channels. It was picked up by InWeekly/Rick's BLOG and Studio 850 News so far and had significant engagement in social media
- The next Taco Thursday is Jan. 23rd, noon at CO:LAB
- 1 Million Cups is Feb. 5th, 9 a.m. at CO:LAB