

Agenda

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|------------------------------------------------------------------------|-------------------|
| 1. Call to Order | David Bear |
|
2. Administrative Items: | |
| a. Public Notice (<i>January 30, 2025</i>) | Tabitha Lee |
| b. Roll Call | Tabitha Lee |
| c. Public Comment | David Bear |
| d. Approval of Agenda * | David Bear |
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3. Financial Report and Minutes: | |
| a. Review of Financials - <i>January 2025</i> | Olevia McNally |
| b. Review of Combined Board Minutes – <i>January 28, 2025</i> | David Bear |
| c. Approval of Executive Committee Minutes – <i>January 10, 2025 *</i> | David Bear |
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4. Office Reports: | |
| a. Finance Committee Budget Proposal | Olevia McNally |
| b. Product Development | Chris Platé |
| c. Business Development | Chris Platé |
| d. CO:LAB | Patrick Rooney |
|
5. Other Business | |
| | David Bear |
|
6. Adjourn | |
| | David Bear |

* *Action Needed*

Fiscal Year 24-25 Meeting Schedule

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

- | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> ● February 18, 2025: ● March 25 2025: ● April 22, 2025: ● May 27, 2025: FYE Budget Draft due | <ul style="list-style-type: none"> ● June 24, 2025: FYE 25/26 Budget Due ● July 22, 2025: FYE 25/26 Budget Due to the PEDC approval per interlocal agreement
Nominating committee meet ● August 26, 2025: Board officer nominations ● September 23, 2025: Board Elections |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

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

- | | |
|---------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> ● March 14, 2025 ● April 11, 2025 ● May 9, 2025 | <ul style="list-style-type: none"> ● June 13, 2025 ● July 8, 2025 ● August 8, 2025 |
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**Pensacola-Escambia County Promotion and Development Commission &
FloridaWest Economic Development Alliance**

Joint Meeting of the Boards

January 28, 2025 • 10:00 a.m.

The Florida Institute for Human and Machine Cognition (IHMC)

Levan Center • 420 E. Romano Street, Pensacola, Florida 32503 • Room 1214

MINUTES

1. **Call to Order – PEDC Board:** Chairman David Peaden called the meeting to order at 10:05 a.m.
Call to Order – FWEDA Board: President David Bear called the meeting to order at 10:05 a.m.

2. **Public Notice** – Staff confirmed this meeting was publicly noticed on January 14, 2025.

3. **Roll Call – PEDC**

Attendance:

Chairman David Peaden:	Present
Commissioner Steven Barry:	Present
City Councilwoman Allison Patton:	Present
Commissioner Steve Stroberger:	Present
Century Town Council member Appointee: Alicia Johnson	Present
City Councilman Casey Jones:	Absent
Dr. LuSharon Wiley:	Present
Dave Hoxeng:	Present
FloridaWest Appointee: Donnie McMahon	Absent

Roll Call – FWEDA

Attendance:

President David Bear:	Present
Vice President Ryan Tilley:	Present
Secretary Dr. Charletha Powell:	Present
Treasurer Olevia McNally:	Absent
City of Pensacola Appointee Donnie McMahon:	Present
City of Pensacola Appointee Matt Davis:	Present
Don Palmer:	Present
Jim Waite:	Present
Rick Byars	Present
Chris Plaeger:	Present
KC Gartman	Present
Kelvin Enfinger	Present

Justin Beck	Present
Charlie Sherrill	Present
Mike Morette	Present
Mark Roy	Absent
Dr. Meadows	Absent
Dr. Marcus McBride	Present

4. Public Comment: Chris Platé recognized the public and requested public comment.

Gulf Coast Minority Chamber of Commerce CEO, Brian Wyer, announced upcoming Chamber events, and encouraged the members to attend and support GCMCC events, including the Entrepreneurial Resource Expo hosted by Startup Source on February 18, 2025, at the Brownsville Community Center.

5. Approval of Agenda – PEDC *

Commissioner Steven Barry moved to approve; Dave Hoxeng seconded.
Passed unanimously.

Approval of Agenda – FWEDA *

Justin Beck moved to approve; Mike Morette seconded.
Passed unanimously.

6. IHMC Overview

Ryan Tilley provided an overview of the work performed by the Institute for Human and Machine Cognition, including a video presentation of the history of IHMC's development and research focus areas. IHMC's research includes the areas of AI and computational intelligence, robotics, and human health, performance, and cognitive capacity. IHMC community outreach includes Science Saturdays, Evening Lecture Series, and the STEM Talk podcast.

7. Organizational History: *10 Years of Growth*

CEO Chris Platé provided a presentation on historical local economic development efforts by FloridaWest and PEDC, including recruitment and retention of business and industry, marketing, product development, business incubation. He emphasized the importance of focus on existing industries as well as new businesses. He provided an overview of PEDC and FloridaWest's development contributions in the community. FloridaWest has been responsible for over 65 successful projects, creating over 9,000 and bringing a value of over \$845,000,000 to the area.

He presented regional unemployment numbers, and labor force to unemployment comparative rate data over the past two years.

8. Looking Ahead: *Charting New Horizons*

Platé provided a summary of 2025 priorities, including data auditing, achieving, software optimization, financial review, and prospect material review. Existing industry will be a priority in the strategic growth plan, including a dedicated existing industry manager, seminar series, wage survey, and participating in the National Manufacturing Appreciation Week (October 3-10).

For new industry, FloridaWest is establishing a targeted recruitment workplan, targeting industries

in precision manufacturing, cyber and information technology, commercial headquarters, logistics and assembly, and marine services. FloridaWest will engage in targeted recruitment trips in the areas of aerospace, cyber and marine.

Current product development emphasis includes Pensacola Technology Campus, local industrial park design and data, and future industrial park site evaluations and masterplans, including utilities and infrastructure.

Platé provided an update on the Bluffs project. Documentation has been executed by Ascend and PEDC, funding is present, and the County has reviewed and identified necessary clarifications in the execution of the agreement. The group discussed funding requirements and status. Byars urged the group to move promptly to secure the final documentation and funding. McMahon requested staff to circulate the to the FloridaWest and PEDC boards and urged both boards to prioritize this project.

Danita Andrews and David Bear provided updates on recent large projects, including Pegasus' \$17 million expansion grant to add new product lines and over fifty new jobs: LIFT financing and its 37,000 square foot facility on Pensacola State College campus, and conduit for influx of research funding into the community.

The board members discussion regarding Tech Park. David Bear provided background on the restrictions, timing of the project, and recent discussions with prospective tenants. Allison Patton provided an update with recent prospects and emphasized focus on this project.

9. Defense Reinvestment Grant (DRG) Contract Approval*

Byars provided a summary of the DRG Grant, including the First Place Partners cyber sub team working on a public private partnership at Corry Station to develop estimates and designs for expanding secured SCIF facilities.

Hoxeng moved to approve the proposed contract between the State of Florida and PEDC to perform a feasibility study for a SCIF adjacent to NAS Corry related to Cyber and other DoD support services; McMahon seconded. Motion passed unanimously.

10. Open Forum

Todd Thompson of the Chamber of Commerce provided an update on collaboration priorities between FloridaWest and the Chamber. Thompson announced the upcoming Legislative Luncheon on Friday February 21, 2025, at the Hilton on Airport Blvd.

Rick Byars discussed the Northwest Florida Defense Coalition efforts, including an upcoming conference in Washington DC, and current infrastructure development priorities.

Platé provided an update on the FOIL week upcoming, and Florida Power and Light Economic Symposium on February 25-26, 2025.

Dr. McBride announced that a career fair date will be circulated shortly.

Dave Murzin of First Place Partners invited the group to tour Velocity Restorations on February 4, 2025.

Kelvin Enfinger recommended the two Boards meet in this forum again with additional community industry in Q2 to discuss multi-industry opportunities, the labor market, and area work force and economic development.

11. Adjourn – PEDC Chairman Peaden adjourned the meeting at 11:30 a.m.

Adjourn – FWEDA President Bear adjourned the meeting at 11:30 a.m.

Respectfully Submitted By:

Dr. Charletha Powell, Secretary
FloridaWest Economic Development Alliance

Respectfully Submitted By:

Allison Patton, Secretary
PEDC



Minutes

1. Call to Order:

President David Bear called the meeting to order at 7:35 a.m.

2. Public Notice:

Ms. Tabitha Lee confirmed public notice was made on December 19, 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:

Chris Platé, Tabitha Lee, Danita Andrews, Patrick Rooney, and Jeff Rogers

Public Present: Theresa Blackwell, Rick Byars

4. Public Comment:

President Bear requested public comment, and no comment given.

5. Approval of the Agenda

The agenda for the meeting was reviewed. No comments or corrections were made. Mr. Tilley made a motion to approve the agenda, which was seconded by Dr. Powell. The motion passed unanimously.

6. Introduction of Anglin:

President David Bear introduced Ryan Campbell of Anglin Reichmann Armstrong CPA's as the new accounting professional supporting FloridaWest EDA. Mr. Campbell then spoke about his role, providing an overview of his responsibilities in managing the organization's financial records. He also introduced Kayla Burgess to the Board, noting that Kayla is the manager of our account and plays a key role in overseeing the financial operations at FloridaWest. Mr. Campbell highlighted the importance of their collaborative efforts in ensuring the accuracy and integrity of the financial records.

7. Review of December 2024 Financial Statements.

Olevia McNally deferred the review of the December 2024 Financial Statements to Mr. Ryan Campbell. Ryan discussed the Budget vs. Actuals, the Statement of Financial Position, and the Activity by Class, providing a comprehensive overview of the financial performance for the month. He highlighted any significant changes and addressed questions from the Board regarding financial performance. The Board engaged in a discussion about key items they would like to see included in future financial statements, offering suggestions for improved clarity and tracking of specific metrics.

8. Review of December 17, 2024 Board of Directors Meeting Minutes

December 17, 2024, Board Meeting Minutes reviewed.

9. Approval of December 13, 2024 Executive Committee Minutes

Mr. Ryan Tilley moved to approve the minutes from the December 13, 2024 Executive Committee meeting, and Dr. Powell seconded the motion. The motion passed unanimously.

10. Office Report:

a. Product Development:

Chris Platé discussed recent initiatives and progress in product development. He provided insights into ongoing efforts to enhance current offerings and explore new opportunities. Mr. Platé also highlighted key areas of focus and strategies aimed at driving innovation and meeting market demand.

b. Business Development:

Danita discussed various ongoing projects and emphasized the importance of being proactive in business development efforts. She provided updates on two new prospective projects and highlighted the potential for local expansion. During the discussion, questions were raised regarding the number of jobs these projects could create, and the expected capital investment involved. Additionally, President Bear provided an update on the County Commissioners meeting that took place on January 9, specifically addressing developments related to the OLF8 land. The Board and Theresa Blackwell engaged in a discussion regarding the details of the meeting and its potential impact.

c. CO:LAB:

Patrick Rooney discussed the current occupancy rate at 70%, with 22 companies and 59 employees. He mentioned that two approved companies are expected to move in soon, which should increase the occupancy rate by 2-3 percent.

d. Marketing:

Jeff Rogers discussed the significant growth in our digital marketing efforts during December 2024. Key metrics include an 114% increase in unique users and a 340% rise in page views for FloridaWest.com. However, social media metrics showed a decline, with FloridaWest's Facebook reach decreasing by 59% and Instagram reach dropping by 32%, although LinkedIn reactions increased by 26%. Mr. Rogers and Mr. Platé discussed social media changes going forward that should help enhance our digital presence and engagement.

11. Other Business

There was no other business discussed.

12. Adjournment:

President Bear adjourned the meeting at 8:49 a.m.

Respectfully Submitted By:

Dr. Charletha Powell, Secretary
FloridaWest Economic Development Alliance

BUSINESS DEVELOPMENT

February 5, 2025

Active Projects	32
Active Project Site Visits	6
Existing Industry Visits	21
Response Proposals	5

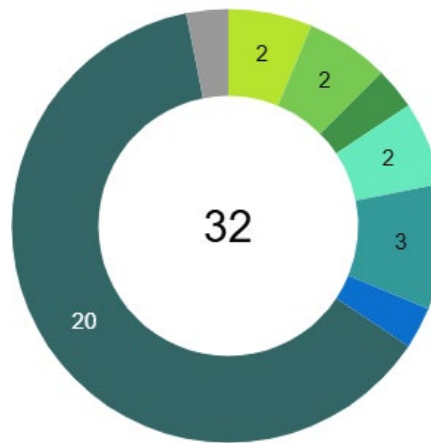
PROJECTS BY TARGET SECTOR

12 NEW LOCATIONS
20 LOCAL EXPANSIONS

New Jobs	Retained Jobs	Average Wage	Capital Investment
1,598	1,030	\$62,329	\$2,519,660,000

Primary Target Industry

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



YTD EXISTING INDUSTRY VISITS = 19 EMPLOYERS

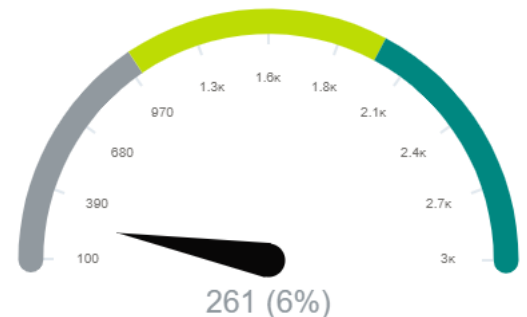
OCTOBER	10
NOVEMBER	4
DECEMBER	5
JANUARY	5

PORT OF PENSACOLA, JUPITER BACH, ESA SOUTH, LIFT, JES, PEN AIR CU, RGB/GRUPA GA230, GC INDUSTRIAL, OREN INTL., JUPITER BACH, CIRCULOGENE, PARADIGM, CUSTOM CONTROL, GE VERNOVA, ASCEND, ALGAPLAST

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

Built to Grow Projects Announced:
261 Direct Manufacturing Jobs, **\$34.1 M** Capital Investment,
\$70,538 Avg. Annual Wage and **\$12,532,356** New Annual Payroll

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.



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	\$837,359,585

LIVE WEBINAR

NAVIGATING RISING TARIFFS: HOW FTZ #249 CAN HELP YOUR BOTTOM LINE



**Presented by: Maddi Krieger,
QAD FTZ Account Executive**



**Thursday, March 27th
10:00 AM- 11:00 AM EST**



**SCAN THE QR
CODE TO REGISTER**

WHAT YOU WILL LEARN:

- **What a Foreign-Trade Zone (FTZ)
is and how it works**
- **Key benefits, including duty
deferral, reduction, and
elimination**
- **How to apply and start realizing
FTZ benefits for your business**
- **Real-world examples of businesses
successfully leveraging an FTZ**





CO:LAB Pensacola

Report for Policy Board as of 2/1/25



Occupancy (Goal: 80%)	Total Leasable Square Feet	Square Feet Occupied	Available	% Occupancy	Clients	Employees
1st Floor (sf)	2,280	2,280	0	100.0%	6	20
2nd Floor (sf)	3,952	2,641	1,311	66.8%	7	17
3rd Floor (sf)	3,974	1,772	2,202	44.6%	8	19
Virtual Tenant	NA	NA	NA	NA	1	3
TOTAL SQUARE FEET:	10,206	6,693	Totals:	65.6%	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 2/1/25

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	Aug-24	Graduated	Temporarily Relocated

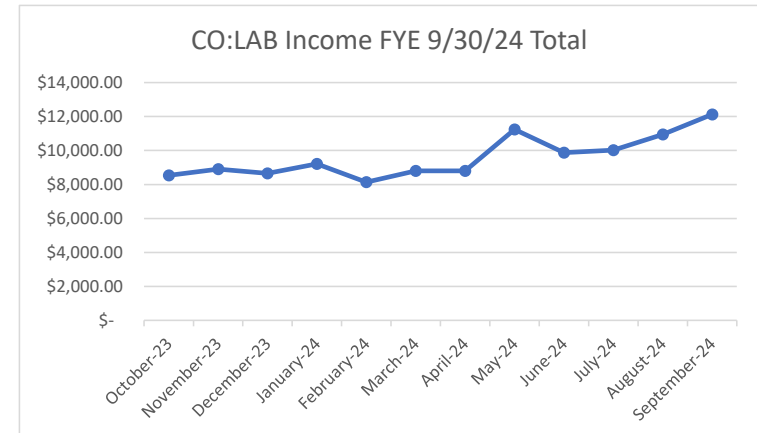
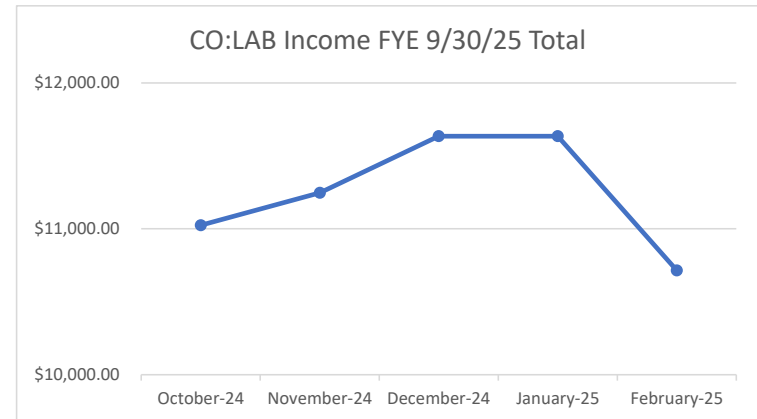
**CO:LAB Income
FYE 9/30/25**

	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	\$ 11,634.85	\$ 10,598.89	\$ 370.96	\$ 665.00
February-25	\$ 10,715.10	\$ 9,748.89	\$ 341.21	\$ 625.00
March-25				
April-25				
May-25				
June-25				
July-25				
August-25				
September-25				
Total FYTD	\$ 56,255.73	\$ 51,179.45	\$ 1,791.28	\$ 3,285.00
ARR	\$ 135,013.75			

**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

CO:LAB Income Comparison FY 25 vs FY 24



Marketing & Communications Review

Website Metrics – Google Analytics – JAN 2025 v JAN 2024

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

FloridaWest.com

- users ↑ 12% - 1,200 unique users
- page views ↑ 17% - total of 2,080 page views
- sessions ↑ 15% - total of 1,424 sessions
- top cities: Pensacola, Chicago, Ashburn, New York, Atlanta

CyberCoastFlorida.com

- users ↑ 70% - total of 112 users
- page views ↑ 40% - total of 201 page views
- sessions ↑ 79% - total of 140 sessions
- top cities: Pensacola, Des Moines, Chicago, Columbus, Dublin

CO:LAB.com

- users ↑ 9% - total of 202 users
- page views ↑ 5% - total of 466 page views
- sessions ↑ 18% - total of 261 sessions
- top cities: Pensacola, Ashburn, San Jose, Chicago, Des Moines

Social Media Metrics – JAN 2025 over DEC 2024

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

FloridaWest

- Facebook
 - Reach: 368 ↑ 63% over previous period
 - Page views: 1,100 ↑ 77% over previous period
 - Page new likes: 5
 - Total likes/followers: 924
- Instagram
 - Reach: 217 ↑ 101% over previous period
 - Profile visits: 17 ↓ 6% over previous period
 - Views: 855 ↑ 186% over previous period
 - New followers: 8
 - Total followers: 628
- LinkedIn
 - Impressions: 2,067 ↑ 23% over previous period
 - Reactions: 95 ↑ 16% over previous period
 - Page views: 35 ↓ 34% over previous period
 - New followers: 14
 - Total followers: 1456

CO:LAB

- Facebook
 - Reach: 7,700 ↑ 2.2k% over previous period
 - Page views: 834 ↑ 7% over previous period
 - Page new likes: 5
 - Total likes: 1,015
- Instagram
 - Reach: 150 ↓ 23% over previous period
 - Profile Visits: 45 ↑ 52% over previous period
 - Views: 682 ↓ 2% over previous period
 - New followers: 18
 - Total followers: 1,179
- LinkedIn
 - Impressions: 1,151 ↑ 51% over previous period
 - Reactions: 41 ↑ 28% over previous period
 - Page views: 37 ↑ 106% over previous period
 - New followers: 5
 - Total followers: 705

CyberCoast

- Facebook
 - Reach: 33 ↓ 3% over previous period
 - Page views: 211 ↑ 28% over previous period
 - Page new likes: 3
 - Total likes: 169
- Instagram
 - Reach: 212 ↑ 187% over previous period
 - Profile visits: 15 ↑ 150% over previous period
 - Views: 343 ↑ 150% over previous period
 - New followers: 7
 - Total followers: 355
- LinkedIn
 - Impressions: 306 ↑ 99% over previous period
 - Reactions: 12 ↑ 200% over previous period
 - Page views: 3 ↑ 50% over previous period
 - New followers: 5
 - Total followers: 186

News, Events & More

- eNewsletter sent Friday, Jan. 17
 - Please send any relevant economic development/community news to pr@floridawesteda.com
- The next Taco Thursday is Feb. 27, noon at CO:LAB
- 1 Million Cups is March 5, 9 a.m. at CO:LAB
- AlgaPlast Open House was Jan. 22