



**MEETING AGENDA – Tuesday, July 21<sup>st</sup>, 2020 1:30 PM FloridaWest Economic  
Development Alliance – Board of Director’s Meeting  
Co:Lab, 1<sup>st</sup> Floor Conference Room  
418 W Garden Street - Pensacola, Florida 32502**

- |   |              |
|---|--------------|
| <b>1. Call to Order</b>                             | Karen Sindel |
| <b>2. Meeting publicly noticed (July 8, 2020)</b>   | Karen Sindel |
| <b>3. Public Comment</b>                            | Karen Sindel |
| <b>4. FY 2020-2021 Officer Nominating Committee</b> | Karen Sindel |
| <b>5. Action Items</b>                              | Karen Sindel |
| a. Approval of June 23 <sup>rd</sup> , 2020 Minutes |              |
| b. Approval of June 2020 Financials                 |              |
| <b>6. Discussion Items</b>                          |              |
| a. ED Project Updates                               | Scott Luth   |
| i. Cybersecurity Update                             |              |
| ii. Co:Lab  |              |
| iii. Business Development                           |              |
| iv. Workforce                                       |              |
| v. Marketing  |              |
| b. Strategic Partner Updates                        | Karen Sindel |
| c. Membership                                       | Karen Sindel |
| d. ED Calendar Review                               | Karen Sindel |
| e. New Business                                     | Karen Sindel |
| <b>7. Adjourn</b>                                   | Karen Sindel |

Next Meeting: Tuesday, August 25<sup>th</sup> at 1:30 pm

**Fiscal Year Meeting Schedule**

August 25, 2020

September 15, 2020



June 23<sup>rd</sup>, 2020 – Co:Lab, 1<sup>st</sup> Floor Conference Room  
418 W Garden Street, Pensacola, FL 32502

**FloridaWest Members Present:** President Karen Sindel, Don Palmer, Jim Waite, Secretary/Treasurer Rick Byars, Ryan Tilley, Vice President Rebecca Ferguson, Donnie McMahon

**Investors Present:** Sheryl Rehberg/Marcus McBride

**Absent Members:** Bonita Player

**Absent Investors:** Dawn Rutledge, Ryan Greenhut, Ed Meadows, Jonathan Tucker

**Staff:** Scott Luth, Melissa Stoker, Danita Andrews, Sena Maddison, Casey Campbell, Alyvia Waite, Margaret Stopp, Craig Dalton

**FloridaWest Members/Staff Present By Phone:** Lewis Bear, Jeff Dyer

**Guests:** Dave Murzin, Rhonda Deaton, Brian Wyer,

1. **Call to Order:** The meeting was called to order by President Karen Sindel at 1:31 pm.
2. **Public Notice:** This meeting was publicly noticed for FloridaWest on June 10, 2020.
3. **Public Comment:** Public comments were requested. Brian Wyer shared about the Florida Department of Health masks available. Rhonda Deaton shared that numbers are trending up at the airport and we have not lost any airlines. We have gone from 22 destinations to 11. We went from 3500 to 1500 passengers per day going out at the airport. Airport Director Dan Flynn is retiring. He is having a drop in goodbye from 11 am – 1 pm. Matt Coughlin will be taking over for Dan. Karen Sindel shared that airlines are overselling flights by about 25 people. Please remember your masks and show up early if flying.
4. **ECUA Board Representation:** Karen Sindel welcomed Don Palmer from ECUA as the new representation on the FloridaWest Board. Don Palmer shared about himself with the group.
5. **Action Items:**
  - a. **Approval of February 18<sup>th</sup>, 2020 Minutes and April 21<sup>st</sup>, 2020 Minutes:**

Rick Byars moves to approve.  
Jim Waite seconds.  
Passed unanimously.
  - b. **Approval of May 2020 Financials:**

Rick Byars moves to approve.  
Ryan Tilley seconds.  
Passed unanimously.
  - c. **Budget Modification:** Scott Luth shared information on the proposed budget modification.  
Jim Waite moves to approve.

Donnie McMahon seconds.

Passed unanimously.

## **6. Discussion Items**

**a. Officer Planning Meeting Report:** Karen Sindel provided an update to the board regarding the Officer Planning Meeting on June 22<sup>nd</sup>. Scott Luth shared that we have received all funding through the 3<sup>rd</sup> quarter. We are expecting the full appropriations this fiscal year from the city and county. We will be exploring spending funds from public rather than private in the coming weeks. Rebecca Ferguson shared that conversation around a “rainy day” fund. Scott Luth shared that Saltmarsh gave us feedback that it is at our discretion, but Scott will ask again for guidance. Scott also shared that he has been asked to review one-time expenditures we might want to bring to the board that we normally would not have budgeted. We will come back to the next board meeting with these suggestions.

### **b. ED Project Updates:**

1. **Cybersecurity:** Craig Dalton provided an update to the board on the ground work that has been established to include identifying short and long term projects. He shared that CITCOM was created of strictly defense contracts (big and little). These help us identify our gaps so we can explore opportunities to grab those defense dollars and put them to work for our local economy. Participation has been great! The first low hanging fruit was quickly identified. CMMC certification is required to even be a sub on a contract. Some states are ahead of us. For us to be competitive, we need to get our companies certified to meet these requirements. It's easier for the bigs to achieve this certification, but the little faces face challenges to obtain the rigorous qualifications. This is the identified need of these companies, and now we can explore opportunities for other companies to do the same. In the next month or so, we need to identify what our relationship with SBDC will be. Rick Byars shared that DEO has a grant for training on this certification. They are looking to do two training sessions in NW Florida. Rick asked if this is something we can participate in. Scott Luth shared that this training is more informational than a deep dive. Scott shared that we would like to have a couple of different trained advisors to help companies locally. Companies specifically requested more one-on-one assistance. We would like to see more involved. Every federal department will follow suit. Scott shared that we are seeing people willing to share information with us. A new Cyber training facility is needed at Corry Station, but it is 4-5<sup>th</sup> on the list of priorities for the Navy. We are exploring ways as a community to support this initiative. We are poised to be on the offense rather than defense, which is encouraging.
2. **Co:Lab:** Casey Campbell shared that we are still seeing an impact from COVID. Clients are downsizing and/or terminating. We have gone from 19 to 16 tenants and we are at 59% occupancy. Despite having three tenants move out, four have been approved to move in. Angler Up is one of those four and has already moved in. Coming in July are ARGO Cyber Systems, Capacity Path, and Envision CMS. Casey also shared that we are looking to change our monthly report to the example provided.
3. **Business Development:** Danita Andrews shared that there has been a surprising increase over the last month. She also stated that there are 2-3 NDAs with potential clients looking at the area just in the last week. The pipeline is continuing to grow. We have had a drawback on business retention due to

restrictions on seeing outside visitors. She and Jeff are working to stay in close contact with them. We are not seeing a lot of layoffs in the manufacturing sector. Rick Byars asked how the ST expansion is going. Scott Luth shared that all Triumph applicants were given an additional 6 months. They are still working on assessing Hangar #2. Rebecca Ferguson shared that they are able to focus more on cargo than transporting people at this time, which is beneficial. Our community is in the running for US Space Force Command thanks to a letter submitted by the Mayor. The PEDC Board Meeting approved at today's meeting is a EDA grant ask by the county for the Bluffs. The average award will probably be about \$2M. Rebecca Ferguson shared the port is also putting in an application.

4. **Workforce:** Scott referenced two reports provided with the board packet regarding unemployment and reemployment. We went from 3.2 % to 11% through COVID. This information also highlights the areas we are seeing the industries hardest hit. This information highlights why we do what we do to diversify our economy. Waivers are expected to expire June 30<sup>th</sup> and July 4<sup>th</sup>, at which point we will see an increase of people looking for jobs. We are expecting to see more fallout from COVID in the coming months. Scott also shared that Jeff has been working with CareerSource on an apprenticeship program. We can expect more as that effort gets pushed out. The IDN network grant is beginning to wind down. As we move from strategic planning to goals/objectives, we will be expanding and reaching out to other partners for support. Some will become FloridaWest initiatives while others will transition to partners in the community. We want to ensure the population is aware of opportunities early. We will be standing up an apprenticeship program. We will be working with our business sector to get participation. Another effort is to mimic Okaloosa's effort to document separated military/service members. We aren't currently getting that data, and this effort should help us obtain this information.
5. **Marketing:** Sena Maddison shared that they are working on going after remote workers by selling the lifestyle. The basic audience will also be those cybersecurity companies that want to bring their business here as well. They are working on the website to be "People, Place, and Possibilities" on remote workers and why Pensacola works for them. By marketing through these individuals, we are trying to reach federal decision makers. Beginning in August, we will have an event every month with campaign efforts on this issue. Walker and Alyvia are working on a database of our cyber companies to show the presence here. Jim McClellan has been contracted for three months to help drive this effort. Sena also indicated that FloridaWest is utilizing the Monsedo program and are getting positive results as it relates to ADA compliance.

c. **Strategic Partner Updates:** Brian Wyer shared that we are seeing a greater impact of COVID on minority populations. Sheryl Rehberg invited everyone to the open house tomorrow. In addition, she introduced Marcus McBride as her replacement at CareerSource EscaRosa. Marcus McBride shared that he's excited about working alongside us to make Pensacola a great place to live, work, and play. He's passionate about economic development and knows it's the cornerstone of community development.

d. **Membership:** Karen Sindel shared that there are no updates at this time. We will be following up with some companies we were communicating with before COVID.

**e. ED Calendar Review:** There are no new updates per Sena Maddison.

**f. New Business:** Karen Sindel asked if there was any new business. There was none.

Adjourned at 2:43 pm.

Respectfully Submitted By:

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Rick Byars, Secretary-Treasurer  
FloridaWest Economic Development Alliance

**FloridaWest (CEDA)**  
**Profit & Loss Budget Performance**  
October 2019 through June 2020

	<b>Oct '19 - Jun 20</b>	<b>Budget</b>	<b>\$ Over Budget</b>	<b>% of Budget</b>
<b>Income</b>				
4200 · Investor Membership Dues	40,000.00	40,000.00	0.00	100.0%
4000 · Membership Dues	170,000.00	280,000.00	-110,000.00	60.71%
4410 · Non-Dues Income	71,500.00	85,000.00	-13,500.00	84.12%
4420 · Government Income	112,500.00	150,000.00	-37,500.00	75.0%
4430 · PEDC	506,250.00	675,000.00	-168,750.00	75.0%
4500 · CoLab - Rent	84,293.57	100,000.00	-15,706.43	84.29%
4512 · Miscellaneous Income	844.59	1,000.00	-155.41	84.46%
<b>Total Income</b>	<b>985,388.16</b>	<b>1,331,000.00</b>	<b>-345,611.84</b>	<b>74.03%</b>
<b>Gross Profit</b>	<b>985,388.16</b>	<b>1,331,000.00</b>	<b>-345,611.84</b>	<b>74.03%</b>
<b>Expense</b>				
5005 · Bank & Credit Card Fees	668.77	1,000.00	-331.23	66.88%
5060 · Marketing, Adv & Promo/Investor	69,380.12	164,000.00	-94,619.88	42.31%
5066 · Database/Research	39,226.66	45,000.00	-5,773.34	87.17%
5100 · Audit Expense	25,400.00	29,000.00	-3,600.00	87.59%
5105 · Legal Fees	5,220.00	10,000.00	-4,780.00	52.2%
5120 · Auto Travel	7,869.49	10,000.00	-2,130.51	78.7%
5140 · Business Travel	34,692.91	50,000.00	-15,307.09	69.39%
5190 · Depreciation Expense	0.00	15,000.00	-15,000.00	0.0%
5200 · Dues & Subscriptions	6,028.47	10,000.00	-3,971.53	60.29%
5310 · Insur-D&O/Liab/Umbrella/EPLI	5,349.17	6,000.00	-650.83	89.15%
5410 · Maint & Repair- Computers	17,364.59	21,000.00	-3,635.41	82.69%
5440 · Meeting Expense	776.30	2,000.00	-1,223.70	38.82%
5500 · CoLab Expenses	76,045.00	120,000.00	-43,955.00	63.37%
5559 · Workforce Marketing	10,843.17	20,000.00	-9,156.83	54.22%
5600 · Miscellaneous Expense	0.00	1,000.00	-1,000.00	0.0%
5610 · Postage	411.00	1,000.00	-589.00	41.1%
5680 · High Growth Companies	5,786.06	15,000.00	-9,213.94	38.57%
57000 · Employee Wages & Benefits	522,420.71	746,000.00	-223,579.29	70.03%
5800 · Supplies	1,606.47	3,000.00	-1,393.53	53.55%
5915 · Telephone	2,023.64	4,000.00	-1,976.36	50.59%
5925 · Cell Phones	6,867.84	8,000.00	-1,132.16	85.85%
5954 · Copier Expense	222.27	2,000.00	-1,777.73	11.11%
5980 · Rent Expense	38,962.51	48,000.00	-9,037.49	81.17%
<b>Total Expense</b>	<b>877,165.15</b>	<b>1,331,000.00</b>	<b>-453,834.85</b>	<b>65.9%</b>
<b>Net Income</b>	<b>108,223.01</b>	<b>0.00</b>	<b>108,223.01</b>	<b>100.0%</b>

# FloridaWest (CEDA)

## Balance Sheet

As of June 30, 2020

Jun 30, 20

### ASSETS

#### Current Assets

##### Checking/Savings

1000 · Checking- Private Hancock -363 479,159.49

1010 · Checking - Public Hancock- 355 164,529.67

Total Checking/Savings 643,689.16

##### Accounts Receivable

11000 · Accounts Receivable -7,532.15

Total Accounts Receivable -7,532.15

##### Other Current Assets

1500 · Due from PEDC 42.81

Total Other Current Assets 42.81

Total Current Assets 636,199.82

#### Fixed Assets

1702 · Accum Depr-Leasehold Improvemen -4,070.00

1655 · Leasehold Improvements 135,544.93

1600 · Furniture and Fixtures 44,009.73

1650 · Computers 36,305.63

1700 · Accum Depreciation Computers -7,798.31

1701 · Accum Depreciation Furn & Fix -8,447.41

Total Fixed Assets 195,544.57

#### Other Assets

1800 · Security Deposit 1,000.00

Total Other Assets 1,000.00

**TOTAL ASSETS 832,744.39**

### LIABILITIES & EQUITY

#### Liabilities

##### Current Liabilities

##### Accounts Payable

2000 · Account Payable 0.00

Total Accounts Payable 0.00

##### Other Current Liabilities

2300 · Other Payables

2350 · Christmas Club Payable 6,375.00

Total 2300 · Other Payables 6,375.00

2400 · Payroll Liabilities 3,677.00

Total Other Current Liabilities 10,052.00

Total Current Liabilities 10,052.00

Total Liabilities 10,052.00

#### Equity

3200 · Unrestricted Net Assets 714,469.38

Net Income 108,223.01

Total Equity 822,692.39

**TOTAL LIABILITIES & EQUITY 832,744.39**



## CO:LAB Pensacola

Report for Policy Board as of 7/1/20



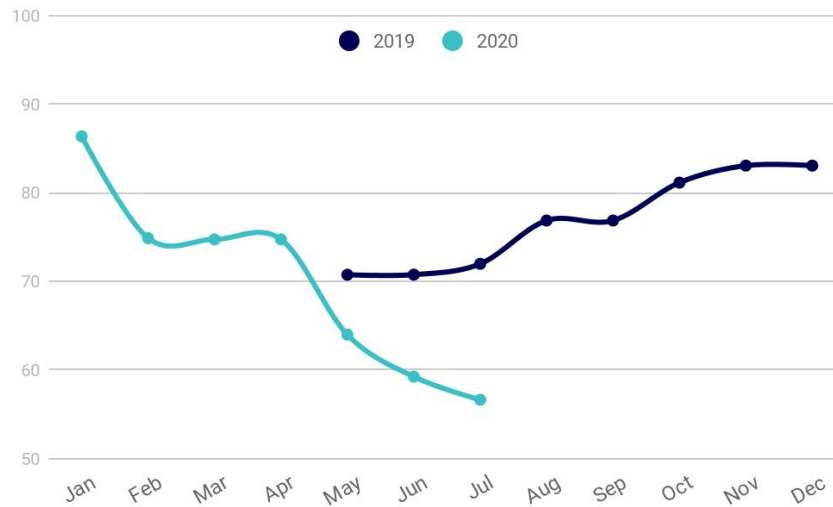
Occupancy (Goal: 80%)	Total Leasable Square Feet	Square Feet Occupied	Available	% Occupancy	Clients	Employees
1st Floor (sf)	2,280	1,930	350	84.65%	4	14
2nd Floor (sf)	3,952	3,280	672	83.00%	7	26
3rd Floor (sf)	3,974	571	3,403	14.37%	5	8
<b>TOTAL SQUARE FEET:</b>	<b>10,206</b>	<b>5,781</b>	<b>Totals:</b>	<b>56.64%</b>	<b>16</b>	<b>48</b>

Current Clients	Connection	Status
Data Revolution, LLC	Tenant	4th year
Vivid Bridge Studios	Tenant	3rd year
International Debt Recovery, Inc.	Virtual Tenant	3rd year
Coast Software, dba. Building on Knowledge	Tenant	3rd year
Warfighter Fitness	Tenant	3rd year
Guided Particle Systems, Inc.	Tenant	2nd year
Snap Soccer	Tenant	2nd year
N Star Investments	Tenant	2nd year
Tag Tech	Tenant	2nd year
Enterprise Florida - International Trade	Affiliate	1st year
Association Resource Solutions	Tenant	1st year
128 Creative Collective	Tenant	1st year
Smartbiz Design	Tenant	1st year
Angler Up	Tenant	1st year
Argo Cyber Systems	Tenant	1st year
Capacity Path	Tenant	1st year

Exited Clients	Date of Entry	Co:Lab Status	Business Status
The Analyst Group	Mar-09	Graduated 7/15/12	Office space in Milton
Engineering & Planning Resources	Sep-10	Graduated 4/2014	Office space in downtown Pensacola
Accountingfly	Jun-12	Graduated 2/15/17	Office space in downtown Pensacola
Pay Cell Systems, Inc.	Aug-12	Graduated 6/01/16	Office space in Escambia County, then moved to Atlanta
FFCFC	Oct-12	Moved out 02/15/17	Office space in downtown Pensacola
Re Vera Services, LLC	Dec-12	Graduated 9/9/16	Bought office in downtown Pensacola
Intelligent Retinal Imaging Systems	Feb-14	Graduated 04/01/18	Office space in downtown Pensacola
Lost Key Media	May-14	Graduated 05/31/19	Moved out; Principal took position inside Primary Customer
Paint University	Jun-14	Graduated 2/1/17	Bought office/warehouse in downtown Pensacola
Clearstream	Aug-14	Graduated 9/1/16	Moved company to NYC
Robotics Unlimited, Inc.	Oct-14	Graduated 12/2015	Office space in downtown Pensacola
Jewel Graphics	Feb-15	Moved out 4/1/17	Continues as freelance developer
Hatchmark Studio	Oct-15	Graduated 08/01/18	Moved to Cowork Annex
Broker Frameworks	Dec-15	Moved Out 2/1/17	Moved into other office space in Pensacola
Koala Pickup	Jul-16	Moved Out 2/1/17	Dissolved company, no scalability
Hexad Analytics	Jul-16	Moved out 4/1/17	Dissolved company, loss of founder
EBI Management Group, Inc.	Nov-16	Graduated 3/1/20	Bought office building in downtown Pensacola
Pensacola Media Group, LLC.	Apr-17	Shut down 5/31/20	Company partners separated and shutdown
Robotics Unlimited, Inc.	May-17	Moved out 10/31/17	Company in idle state, took jobs out of town
Samantha Weaver	Jun-17	Moved out 9/30/19	Moved out
YourTechnoGeeks	Apr-18	Moved out 05/01/18	Returned to home office/ freelance work
Business RadioX	Jun-18	Moved out 06/25/18	Moved out
Greater Things Fitness	Sep-18	Moved out 9/30/19	Relocated to Gym facility in Pensacola
Social Icon	Feb-19	Moved out 5/31/20	Relocated to Longhollow Creative Studio
CoFlyt	Aug-19	Moved out 5/31/20	Relocated to The Jetty IoT Incubator
Right on Target Marketing	Aug-19	Moved out 5/31/20	Relocated for access to additional facilities
Qualia Is	Oct-19	Moved out 3/1/20	Business dissolved
Speaker Training	Mar-20	Moved out 5/31/20	Business impacted by COVID-19
Altius Marketing	Apr-20	Graduated 5/1/20	Relocated to office space in midtown Pensacola



## Occupancy (Goal: 80%)

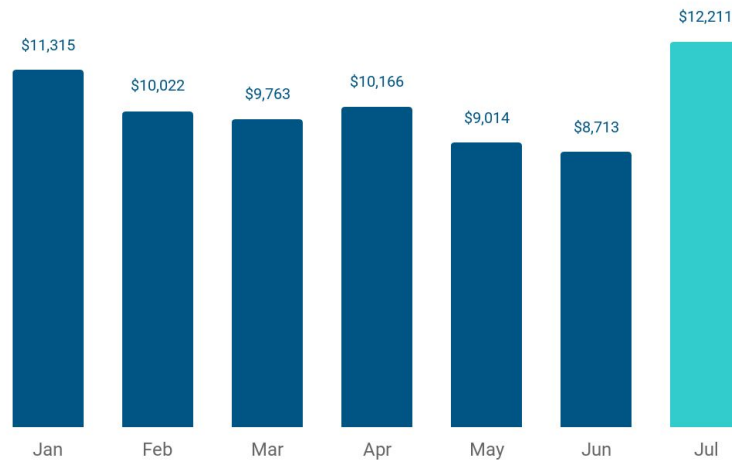


5,781 SQ. FT.  
OF 10,206 TOTAL

16  
COMPANIES

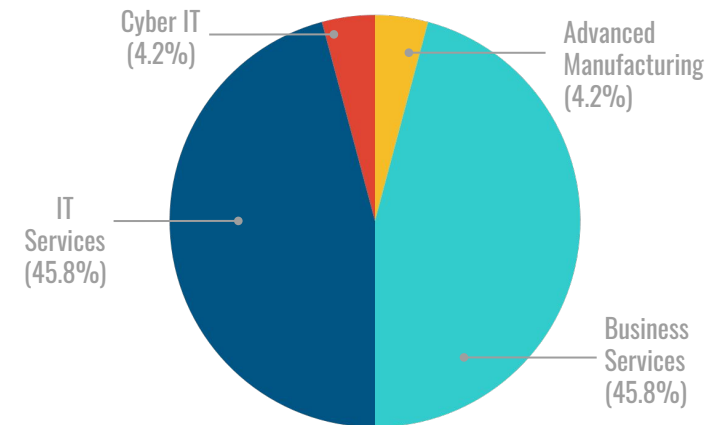
48 EMPLOYEES

## Revenue



July total includes \$4,076 in COVID-19 deferred rent for April & May 2020

## Employees by Industry



## Companies

Data Revolution

**Year 4**

Vivid Bridge Studios  
Coast Software  
Warfighter Fitness  
International Debt Recovery\*

**Year 3**

Snap Soccer  
N Star Investments  
Tag Tech  
Enterprise Florida\*\*  
Guided Particle Systems, Inc.

**Year 2**

Angler Up  
128 Creative Collective  
Smartbiz Design  
Capacity Path  
Argo Cyber Systems  
Association Resource Solutions

**Year 1**

\*Virtual Tenant

\*\*Affiliate

## Graduates & Former Clients

Girl Catch Fire, Moved out Jun '20  
Altius Marketing, Graduated May '20  
Coflyt, Moved out May '20  
Social Icon, Moved out May '20  
Speaker Training, Moved out May '20  
Right on Target Marketing, Moved out May '20  
Pensacola Media Group, Shut down May '20  
EBI Management Group, Graduated Mar '20  
Qualia Is, Moved out Mar '20  
Samantha Weaver, Moved out Sep '19  
The Strength Group, Moved out Sep '19  
Lost Key Media, Graduated May '19  
Hatchmark Studio, Graduated Aug '18  
Intelligent Retinal Imaging Systems, Grad. Apr '18

## Community

**NEW TENANT ARGO Cyber Systems**, is a cyber security and intelligence firm led by CEO & SME Jim Rogers and CTO Kevin Schmidt that offers a full range of cyber security services including 24/7 dedicated security monitoring of critical infrastructure assets, businesses, and other environments.

**NEW TENANT Capacity Path** provides training and development to help rebuild resilience after catastrophic events such as natural disasters or mass shooting incidents. Founder Amie Readdy Leigh is currently developing a branch to provide immediate trauma and resilience relief teams in the emergency response phase of an incident. She is also presently building a training academy that will incorporate online delivery methods to expand the reach of program offerings and research.

Robotics Unlimited, Moved out Oct '17  
Hexad Analytics, Moved out Apr '17  
Accountingfly, Graduated Feb '17  
Paint University, Graduated Feb '17  
FFCFC, Moved out Feb '17  
Jewel Graphics, Moved out Apr '17  
Broker Frameworks, Moved out Feb '17  
Koala Pickup, Moved out Feb '17  
Re Vera Services, LLC, Graduated Sep '16  
Clearstream, Graduated Sep '16  
Pay Cell Systems, Graduated Jun '16  
Robotics Unlimited, Inc., Graduated Dec '15  
Engineering & Planning Resources, Graduated Apr '14  
The Analyst Group, Graduated Jul '12

Date	Time	Event	Location
AUGUST			
August 5th	9:00 AM	1 Million Cups	<a href="#">Zoom Meeting</a>
August 6th	9:00 AM	Board of County Commissioners Agenda Review Session	Ernie Lee Magaha Gorvenment Building
August 6th	4:30 PM	BCC Public Forum	Ernie Lee Magaha Gorvenment Building
August 6th	5:30 PM	BCC Regular Meeting	Ernie Lee Magaha Gorvenment Building
August 10th	3:30 PM	City Council Agenda Conference	Hagler/Mason Conference Room
August 13th	9:00 AM	Committee of the Whole	Ernie Lee Magaha Gorvenment Building
August 13th	5:30 PM	City Council Meeting	City Council Chamber
August 20th	8:30 AM	BCC Public Forum	Ernie Lee Magaha Government Building
August 20th	9:00 AM	BCC Regular Meeting	Ernie Lee Magaha Government Building
August 18th	10:00 AM	PEDC Board Meeting	Co:Lab Pensacola / 1st Floor Conference Room
August 18th	1:30 PM	FloridaWest Board Meeting	Co:Lab Pensacola / 1st Floor Conference Room
SEPTEMBER			
September 2nd	9:00 AM	1 Million Cups	<a href="#">Zoom Meeting</a>
September 3rd	9:00 AM	Board of County Commissioners Agenda Review Session	Ernie Lee Magaha Gorvenment Building
September 3rd	4:30 PM	BCC Public Forum	Ernie Lee Magaha Gorvenment Building
September 3rd	5:30 PM	BCC Regular Meeting	Ernie Lee Magaha Gorvenment Building
September 8th	3:30 PM	City Council Agenda Conference	Hagler/Mason Conference Room
September 8th	5:31 PM	County - 1st Budget Public Hearing	Ernie Lee Magaha Gorvenment Building
September 9th	5:30 PM	City Council 1st Public Hearing on Fiscal Year 2021 Proposed Budget	City Council Chamber
September 10th	5:30 PM	City Council Meeting	City Council Chamber
September 15th	10:00 AM	PEDC Board Meeting	Co:Lab Pensacola / 1st Floor Conference Room
September 15th	1:30 PM	FloridaWest Board Meeting	Co:Lab Pensacola / 1st Floor Conference Room
September 16th	5:30 PM	City Council - Final Public Hearing on Fiscal Year 2021 Proposed Budget	City Council Chamber
September 17th	8:30 AM	BCC Public Forum	Ernie Lee Magaha Government Building
September 17th	9:00 AM	BCC Regular Meeting	Ernie Lee Magaha Government Building
September 21st	3:30 PM	City Council Agenda Conference	Hagler/Mason Conference Room
September 22nd	5:31 PM	County - 2nd Budget Public Hearing	Ernie Lee Magaha Gorvenment Building
September 24th	9:00 AM	Committee of the Whole	Ernie Lee Magaha Gorvenment Building
September 24th	5:30 PM	City Council Meeting	City Council Chamber

OCTOBER			
October 1st	9:00 AM	Board of County Commissioners Agenda Review Session	Ernie Lee Magaha Gorvenment Building
October 1st	4:30 PM	BCC Public Forum	Ernie Lee Magaha Gorvenment Building
October 1st	5:30 PM	BCC Regular Meeting	Ernie Lee Magaha Gorvenment Building
October 6th	3:30 PM	City Council Agenda Conference	Hagler/Mason Conference Room
October 7th	9:00 AM	1 Million Cups	<a href="#">Zoom Meeting</a>
October 8th	9:00 AM	Committee of the Whole	Ernie Lee Magaha Gorvenment Building
October 8th	5:30 PM	City Council Meeting	City Council Chamber
October 15th	8:30 AM	BCC Public Forum	Ernie Lee Magaha Government Building
October 15th	9:00 AM	BCC Regular Meeting	Ernie Lee Magaha Government Building
October 19th	3:30 PM	City Council Agenda Conference	Hagler/Mason Conference Room
October 20th	10:00 AM	PEDC Board Meeting	Co:Lab Pensacola / 1st Floor Conference Room
October 20th	1:30 PM	FloridaWest Board Meeting	Co:Lab Pensacola / 1st Floor Conference Room
October 22nd	5:30 PM	City Council Meeting	City Council Chamber
NOVEMBER			
November 4th	9:00 AM	1 Million Cups	<a href="#">Zoom Meeting</a>
November 5th	9:00 AM	Board of County Commissioners Agenda Review Session	Ernie Lee Magaha Gorvenment Building
November 5th	4:30 PM	BCC Public Forum	Ernie Lee Magaha Gorvenment Building
November 5th	5:30 PM	BCC Regular Meeting	Ernie Lee Magaha Gorvenment Building
November 9th	3:30 PM	City Council Agenda Conference	Hagler/Mason Conference Room
November 12th	9:00 AM	Committee of the Whole	Ernie Lee Magaha Gorvenment Building
November 12th	5:30 PM	City Council Meeting	City Council Chamber
November 17th	10:00 AM	PEDC Board Meeting	Co:Lab Pensacola / 1st Floor Conference Room
November 17th	1:30 PM	FloridaWest Board Meeting	Co:Lab Pensacola / 1st Floor Conference Room

## **BUSINESS DEVELOPMENT** REPORT

Year to Date

**October 1, 2019 – July 10, 2020**

**DANITA ANDREWS**  
Chief Business Development Officer

## FloridaWest - Business Expansion and Relocation Announcements

Company	Sector	New Jobs	Retained Jobs	Average Wage	Annual Payroll	Capital Investment
<b>Navy Federal Credit Union</b> October, 2014	Financial Services	5000		\$50,000	\$250,000,000	\$350,000,000
<b>International Paper</b> October, 2014	Manufacturing	12	424	\$49,900	\$21,756,400	\$92,000,000
<b>Offshore Inland-Corporate</b> December, 2014	Headquarters	30		\$75,000	\$2,250,000	\$90,000
<b>AeroSekur</b> March, 2015	Aviation MRO	5		\$43,600	\$218,000	\$50,000
<b>Financial Management &amp; Investment Corp.</b> March, 2015	Headquarters	15		\$74,720	\$1,120,800	\$1,355,000
<b>Dept. of Homeland Security</b> June, 2015	IT/Cyber	35		\$85,000	\$2,975,000	\$20,000,000
<b>Oren International</b> March, 2016	Manufacturing	18	8	\$39,225	\$1,019,850	\$2,100,000
<b>Re Vera Services</b> September, 2016	Headquarters	4		NA	NA	NA
<b>Jupiter Composites</b> May, 2016	Manufacturing	150	100	\$27,040	\$6,760,000	\$1,000,000
<b>Armoured Frog</b> November, 2016	Mfg. / Showroom	5	5	\$45,000	\$450,000	\$200,000
<b>PaintUniversity</b> February, 2017	Headquarters	7		NA	NA	\$340,200
<b>Accounting Fly</b> February, 2017	Headquarters	8		NA	NA	NA
<b>VetFed</b> December, 2017	IT	20	2	\$46,000	\$1,012,000	\$95,000
<b>Pall Corporation</b> January, 2018	R&D	14	36	\$73,500	\$3,675,000	NA
<b>Intelligent Retinal Imaging Systems, Inc.</b> April, 2018	Headquarters/ IT	30	30	NA	NA	NA
<b>Hatchmark Studio</b> August, 2018	Business Services	5		NA	NA	NA
<b>Lost Key Media</b> May, 2019	Business Services	3		NA	NA	NA
<b>American Tire Distributors</b> June, 2019	Distribution	30	20	\$32,000	\$1,600,000	\$4,000,000
<b>ST Engineering Aerospace</b> July, 2019	Aviation	1325		\$45,394	\$60,147,000	\$245,000,000
<b>Project Spark</b> August, 2019	Business Services	3		\$36,000	\$108,000	NA
<b>Project Quartz</b> March 2020	Business Services	2		\$50,000	\$100,000	NA
<b>Project Explorer</b> March, 2020	Business Services	14		\$65,000	\$910,000	\$350,000
<b>Project Gusto</b> April, 2020	Business Services	1		\$50,000	\$50,000	NA
<b>Project Cruise</b> May, 2020	IT	5		\$45,000	\$225,000	NA
<b>Project Ranger</b> May, 2020	Business Services	2		\$40,000	\$80,000	NA
<b>Project Sail</b> May, 2020	Business Services	1		\$50,000	\$50,000	NA
<b>Project Armor</b> May 2020	Business Services	1		\$55,000	\$55,000	NA
<b>Project Spruce</b> May 2020	Manufacturing	100		\$41,937	\$4,193,700	\$2,500,000
<b>Project Proton</b> June 2020	Manufacturing	10	30	\$67,000	\$2,680,000	\$20,000,000
<b>Project Coral</b> June 2020	Business Services	5	20	\$42,000	\$1,050,000	\$3,500,000
<b>Totals</b>	<b>30 Projects</b>	<b>6860</b>	<b>675</b>	<b>\$51,180</b>	<b>\$362,430,750</b>	<b>\$742,580,200</b>

## YEAR TO DATE BUSINESS DEVELOPMENT SUMMARY

Total Pipeline	38
Projects	20
Existing	9
New	11
Site Visits	7
Business Retention Visits	23*

\*Continuing outreach, virtual visits/calls due to Covid-19 pandemic

## Pipeline by Sector



Manufacturing 61%



Aviation/Aerospace 12%



Warehouse/Distribution 11%



Headquarters 3%



Business Services 9%



Marine MRO 3%

### Economic Development Pipeline - Project Rating

Indicates individual project rating/status with varied location decision factors and highly competitive environment:

- (1) Inquiry/Suspect - initial or early stage of activity (example: response for proposal (RFP), presentation of potential site/buildings, demographics, customized package supporting client's needs)
- (2) Prospect - client actively engaged (example: site visit, narrowing location options/short-listed)
- (3) Project - regular client interaction (example: multiple visits, site or building identified, or incentive process initiated)
- (4) Imminent - client decision forthcoming (example: moving toward incentive application approval and local support)
- (5) Announced - project approved, client location formally public

## Economic Development Pipeline

Project Code	# Jobs	Industry Sector	Status	Space Required	Lead	Rating
A08312016_WD	5	n	Active	150,000	Direct	3
B12282016_MFG	35	Manufacturing	Dead	60,000	Direct	
P02202017_MFG	40	Manufacturing	Active	0	Direct	4
T07172017_AAM	1325	Aviation	Active	200,000	Direct	4
A04162018_MFG	50	Manufacturing	Active	30 AC	Consultant	3
E07112018_MFG	20	Manufacturing	Active	40,000	Direct	2
V07132018_HQ	24	Headquarters	Active	10,000	Direct	2
A10232108_WD	45	Warehouse/Distribution	On-Hold	100 AC	Consultant	2
B08102018_MRO	30	MRO	Active	TBD	Direct	2
H10172019_MFG	10	Manufacturing	Inactive	20,000	Direct	3
C02252019_MFG	70	Manufacturing	Active	100,000	Direct	2
S03112019_MFG	30	Manufacturing	Active	30,000	FGNW	1
S03142019_MFG	200	Manufacturing	Active	50,000	EFI	4
V04232019_MFG	514	Manufacturing	Active	200,000	EFI	2
A08012019_AAM	23	Aviation	Active	35,000	EFI	1
C08-07-2019_BSVC	25	Business Services	Active	10 AC	Direct	4
M08132019_MFG	500	Manufacturing	Active	50 - 100 AC	Direct	1
P08212019_BPO	50	BPO	Active	2500 SF	Consultant	2
C09292019_MFG	35	Manufacturing	Active	60000 SF	Direct	2
S11152019_MFG	52	Manufacturing	Active	90000 SF	Direct	3
S11292019_MFG	100	Manufacturing	Active	70000 SF	Direct	3
X01102020_MFG	26	Manufacturing	Active	26,000 SF	EFI	1
L01212020_AAM	35	Aviation	Post Opportuni	40,000 SF	EFI	1
D1312020_MFG	80	Manufacturing	Active	300,000 SF	Direct	1
M02072020_AAM	350	Aviation	Active	180,000 SF	FGNW	1
D01312020_MFG	80	Manufacturing	On-Hold	300,000 SF	Direct	1
B03032020_WD	414	Warehouse/Distribution	Active	400,000 SF	EFI	1
C03042020-HDQTR	200	Manufacturing	Active	40,000 - 50,000 SF	EFI	1
V03052020-MFG	300	Manufacturing	Active	40,000 - 50,000 SF	EFI	1
S03102020_MFG	70	Manufacturing	Active	55,000 SF	FGNW	1
F04202720_AAM	1000	Aviation	Active	400,000 SF	Local Referral	2
G04302020_MFG	30	Manufacturing	Active	7,000 SF	EFI	1
E05012020_BSVC	TBD	Business Services	Active	12,000 - 15,000 SF	Direct	2
I05212020_BSVC	7	Business Services	Active	7,500 SF	Direct	2
V05222020_MFG	41	Manufacturing	Active	7500 SF	Direct	2
M06252020_MFG	275	Manufacturing	Active	100 AC	Direct	1
C07062020_MFG	30	Manufacturing	Active	TBD	Local Referral	1
F07062020_MFG	10	Manufacturing	Active	10,000 SF	EFI	1
A7102020_MFG	20	Manufacturing	Active	27,000 SF	EFI	1
T07172020_MFG	100	Manufacturing	Active	90,000 SF	Local Referral	1
# Jobs	5,221		Total SF	895,000		

### LEAD SOURCE:

Enterprise Florida, Inc. (11)  
 Florida's Great Northwest (3)  
 Site Consultant (3)  
 Direct (20)  
 Local Referra2 (4)

### TYPE:

Existing ☒  
 New ☐

### STATUS:

Active (30)  
 Inactive (1)  
 Hold (2)  
 Dead/Lost (2)  
 Announced

### RATING:

1 Inquiry/Suspect  
 2 Prospect  
 3 Project  
 4 Imminent  
 5 Announced



## Total Request For Proposal (RFP) by Sector 18



Manufacturing 67%



Aviation 17%



Headquarters 5%



Warehouse/Distribution 11%

## YTD Prospect/Project Site Visits 7

S03142019_MFG	ACTIVE	Oct. 3, 2019, Feb. 6, May 28, 2020
C09292019_MFG	ACTIVE	Oct. 7, 2019
S11152019_MFG	ACTIVE	Nov. 15, 2019, Mar. 5, 2020
I05212020_BSVC	ACTIVE	May 29, 2020

## Total Active Projects 20

11 Recruitment

9 Expansions

3653 JOBS



Manufacturing 55%



Aviation/Aerospace 10%



Warehouse/Distribution 10%



Marine MRO 5%



Headquarters 5%



Business Services 15%

## Business Retention-Expansion 23 Visits

### Existing Industry Visits 2019-2020

Date	Visit	# Employees	Sector
10/01/19	Alorica	600	1 BPO
10/01/19	Lewis Bear Company	130	1 Warehouse/Distribution
10/02/19	ST Engineering	180	1 Aviation
10/03/19	IMS Expert Services	85	1 Business Services
10/03/19	DHS	240	1 Cyber/IT
10/08/19	WA United	8	1 Business Services
11/14/19	Immudyne	5	1 Manufacturing
11/14/19	Port of Pensacola	9	1 Port Operations
11/26/19	VetFed	9	1 Information Technology
12/10/19	Offshore Inland	120	1 Marine MRO
12/12/19	Superior Granite	30	1 Manufacturing
12/17/19	ST Engineering	180	1 Aviation
12/18/19	Navy Federal Credit Union	8182	1 Financial Services
01/17/20	International Paper	600	1 Manufacturing
01/17/20	Exxon Mobil	189	1 Manufacturing
02/13/20	Exxon Mobil - HR	189	1 Manufacturing
02/21/20	Pensacola Shipyard	5	1 Marine/Operations
03/02/20	Vivid Bridge	5	1 Business Services
03/02/20	Port of Pensacola	9	1 Port Operations
03/03/20	Arco	55	1 Manufacturing
03/04/20	Cerex Advanced Fabrics	55	1 Manufacturing
05/20/20	Pegasus Laboratories	140	1 Manufacturing
05/29/20	Iron Horse Restoration	7	1 Automotive
06.02/20	Cerex Advanced Fabrics	65	1 Manufacturing
3/30/20			
to			
Present	COVID-19 Outreach (calls, email, resource info)		All Sectors

## Business Development & Site Consultant Missions

Oct 7 -11, 2019	Defense TechConnect Innovation Summit, National Harbor, MD
Oct 12-16, 2019	IEDC Annual Economic Development Conference, Kansas City
Oct 16 - 17, 2019	Orlando Aerospace Alliance, Orlando
Nov. 4 - 7, 2019	Southern California Trade Mission
Nov. 18 - 22, 2019	NY/NJ Region Trade Mission
Dec. 4 - 5, 2019	Economix - Consultant Connect, Charleston
Dec. 16-18, 2019	In-Bound SSG Consultants Visit (Gulf Power sponsored)
Jan. 7 - 10, 2020	CES -Consumer Technology Assoc.
Feb. 6 - 12, 2020	Singapore Airshow
Mar. 9-12, 2020	Site Selectors Guild, Atlanta

# Tech Park Advertising June 1 -July 20

## Quick Stats

Impressions since May 1 – 17,412

Clicks 1.802

Calls 80

Top 20 Geographical Locations	Impressions	Clicks	CTR%
Chicago, Illinois	9040	1366	15.11
Miami, Florida	1230	144	11.71
Arlington, Texas	145	14	9.66
Atlanta, Georgia	249	11	4.42
Houston, Texas	268	9	3.36
Dallas, Texas	145	8	5.52
Washington, District of Columbia	204	5	2.45
Fort Worth, Texas	52	5	9.62
San Antonio, Texas	123	4	3.25
All other cities, Texas	73	4	5.48
Austin, Texas	72	4	5.56
Dallas County, Texas	46	3	6.52
Sugar Land, Texas	26	3	11.54
Tampa, Florida	14	3	21.43
All other cities, Florida	67	2	2.99
Birmingham, Alabama	40	2	5
Lawrenceville, Georgia	23	2	8.7
Dalton, Georgia	20	2	10
Savannah, Georgia	20	2	10

Nonagricultural Employment by Industry (not seasonally adjusted)	Pensacola-Ferry Pass-Brent Metropolitan Statistical Area							
	Jan 20	Feb 20	Mar 20	April 20	May 20	Jun 20	Difference Jan to Jun	
Unemployment Rate	3.2%	3.1%	4.3%	12.0%	10.1%	7.4%	4.2%	-4.6%
Total Employment	186,000	187,400	188,500	173,200	171,000	175,600	(10,400)	2,400
Mining, Logging, and Construction	12,500	12,700	12,900	12,100	12,500	12,600	100	500
Manufacturing	7,000	6,900	7,100	6,500	6,800	6,800	(200)	300
Trade, Transportation, and Utilities	33,700	33,700	34,100	30,900	31,300	32,300	(1,400)	1,400
Wholesale Trade	5,700	5,700	5,700	5,600	5,500	5,500	(200)	(100)
Retail Trade	23,700	23,800	24,200	21,300	21,900	22,800	(900)	1,500
Transportation, Warehousing, and Utilities	4,300	4,200	4,200	4,000	3,900	4,000	(300)	0
Information	1,600	1,600	1,600	1,600	1,500	1,500	(100)	(100)
Financial Activities	14,900	15,000	15,000	14,600	14,600	14,800	(100)	200
Professional and Business Services	24,100	23,900	23,900	22,900	22,200	23,200	(900)	300
Education and Health Services	31,200	31,500	31,400	29,300	29,900	30,100	(1,100)	800
Leisure and Hospitality	25,700	26,300	26,600	20,800	19,000	22,700	(3,000)	1,900
Other Services	6,400	6,500	6,500	5,200	5,800	5,800	(600)	600
Government	28,900	29,300	29,400	29,300	27,400	25,800	(3,100)	(3,500)

Industry	Number
None Given	3,907
Admin., Support, Waste Mgmt, Remediation	2,051
Accommodation and Food Services	2,042
Retail Trade	1,183
Health Care and Social Assistance	835
Other Services (except Public Admin.)	366
Professional, Scientific & Technical Svc	222
Construction	192
Arts, Entertainment, and Recreation	188
Unclassified establishments	181
Education Services	176
Manufacturing	167
Wholesale Trade	167
Real Estate and Rental and Leasing	153
Transportation and Warehousing	128
Finance and Insurance	94
Information	53

