



**MEETING AGENDA – Tuesday, May 25<sup>th</sup>, 2021 1:30 PM**  
**FloridaWest Economic Development Alliance – Board of Director’s Meeting**  
**Co:Lab**  
**First Floor Conference Room**

- |   |            |
|---|------------|
| <b>1. Call to Order</b>   | Rick Byars |
| <b>2. Meeting publicly noticed (5.11.2021)</b>                                  |            |
| <b>3. Public Comment</b>  |            |
| <b>4. Action Items</b>  |            |
| a. Approval of March 16 <sup>th</sup> , 2021 Minutes                            |            |
| b. Approval of April 27 <sup>th</sup> , 2021 Minutes                            |            |
| c. Approval of April 2021 Financials (Cash Basis)                               |            |
| d. Bylaw Revision Update/Approval   |            |
| e. Meeting Date Proposal to 4 <sup>th</sup> Tuesday of Each Month - Ratify      |            |
| <b>5. Discussion Items</b>  | Scott Luth |
| a. County Appointee Update – May 20 <sup>th</sup> BOCC Meeting - Olevia McNally |            |
| b. Restore Workforce RFP Update   |            |
| c. ED Project Updates   |            |
| i. Business Development   |            |
| ii. Workforce   |            |
| iii. Co:Lab   |            |
| iv. Cybersecurity   |            |
| d. Marketing  |            |
| <b>6. PEDC Board Update</b>   |            |
| <b>7. Legislative Updates</b>   |            |
| i. Bluffs   |            |
| ii. Cybersecurity   |            |
| <b>8. Strategic Partner Updates (If in attendance)</b>                          |            |
| <b>9. ED Calendar Review</b>  |            |
| <b>6. Adjourn</b>   |            |

Next Meeting: June 22, 2021 at 1:30 pm

**Fiscal Year Meeting Schedule**

July 27<sup>th</sup>, 2021

August 24<sup>th</sup>, 2021

September 28<sup>th</sup>, 2021



March 16th, 2021  
Pensacola State College  
Anna Lamar Switzer Center

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

**Investors Present:** Ed Meadows, Dave Murzin, Marcus McBride, Brian Wyer

**Staff:** Jessica Scholl, Scott Luth, Melissa Stoker, Jeff Dyer, Danita Andrews, Casey Campbell, Sena Maddison, Patrick Rooney, Alyvia Waite, Craig Dalton

**Guests:** Andrew Blewer

1. **Call to Order:** The meeting was called to order by Karen Sindel at 1:31 pm.
2. **Public Notice:** This meeting was publicly noticed for FloridaWest on March 1<sup>st</sup>, 2021.
3. **Public Comment:** Karen Sindel requested public comment. Mr. Andrew Blewer spoke about his frustration with county government and shared he believes that OLF8 should be turned into an RV park until fully developed.
4. **Action Items:**
  - a. Approval of January 19<sup>th</sup>, 2021 Minutes:  
Rick Byars motioned to approve.  
Don McMahon seconded.  
Passed unanimously.
  - b. Approval of February 2021 Financials: Scott Luth provided an update on the financials.  
Rebecca Ferguson motioned to approve.  
Don McMahon seconded.  
Passed unanimously.
    - i. PPP Loan: Scott Luth shared that we requested and were awarded for approximately \$112,000. Payroll and Rent expenses are eligible for loan forgiveness, which should be fully forgivable.
    - ii. 6-12 Month CD Options: In an effort to diversify our funds, we have worked with Hancock Bank on CD options. Rates were provided to board members from other banks as well to provide options.  
Rick Byars motioned to use Hancock Bank.  
Jim Waite seconded.  
Passed unanimously.
  - c. Designated Member Bylaw Revision Update: Scott Luth requested direction on how the board would like to address previously expressed concerns regarding the Designated Director appointment term. Karen Sindel shared that she agrees an expectation for attendance and participation should be specified along with an appointment term for no less than 2 years and no more than 5 years. She also shared that the city, county, and mayor's office need to come to a consensus on how many meetings are required for attendance. Karen Sindel suggested staff work with Jessica Scholl, legal counsel, to develop language to present to the board for approval. Board members can send suggestions to Scott.
  - d. Board Packet Printing: This item was not addressed in the board meeting.
5. **Discussion Items:**

- a. Karen Sindel Resignation:** Karen Sindel shared that the county is in the process of bringing in resumes for her replacement. She expressed how much serving has meant to her. With Karen Sindel stepping down, it is suggested Rick Byars step into her role as President. Donnie McMahon asked if Rick Byars is willing to serve, which Rick confirmed. Jim Waite motioned to approve Rick Byars as President effective at the end of today's board member.
- Don Palmer seconded.
- Passed unanimously.
- Jim Waite nominates David Bear for Vice President contingent upon his acceptance.
- Donnie McMahon seconded.
- Passed unanimously.
- Alyvia Waite has accepted a full-time marketing position with Baskerville-Donovan and will be greatly missed.
- Joshua Beardsley will be joining the FloridaWest board in replacing Dawn Rudolph on behalf of Ascension Sacred Heart.
- b. Danita Andrews – AEDC Master Practitioner:** Scott Luth shared that Danita Andrews completed the year-long AEDC Master Practitioner program.
- c. Restore Workforce RFP Update:** Scott Luth shared that we put a \$400k request through appropriations, and we continue to follow the progress through committees. There was a second component regarding developing workforce and outreach for our target industries. The county commission is still working to put an RFP out for a workforce training proposal. Scott Luth is asking for board direction on pursuing that as well as explore additional potential options for funding. Jim Waite asked if the award is price or qualification based. Details aren't available at this time. We are expecting more information by the end of the month. Karen Sindel shared that it is her opinion that the board should support staff's pursuit of this. Scott Luth would bring any formal application back to next month's meeting.
- Jim Waite motioned that FloridaWest staff have authority to begin paperwork and pursue accordingly.
- Don Palmer seconded.
- Passed unanimously.
- d. ED Project Updates**
- 1. Cybersecurity Update:** Craig Dalton shared that he hopes to lay out specifics at April's meeting on the four primary goals discussed at last month's meeting. He also shared that we are working with the CITCOM group to bring additional government contract work here. Because of COVID, new defense contracts aren't moving around much. It allows us the opportunity to develop our current market in the meantime. Scott Luth stated that we are working through three sensitive issues within our strategic plan. Scott Luth shared that he has been working on ENCLAVE with the base, working to isolate the public access items from the private military items. While not a high priority for the federal government to address the infrastructure challenge, it is an extremely important project for the local community at a price point of approximately \$20M. We see this for military support and protection. Karen Sindel shared that other bases encounter the same challenges, and these changes give an intentional designation between secure and public access.
  - 2. Co:Lab:** Patrick Rooney shared that the new floors are beginning to be installed. There are logistic details between the various parties are coming to a head. We are expecting a soft opening perhaps next month with a more likely 60-day timeline.

- 3. Business Development:** Danita Andrews referenced the business development report included in the board packet. Activity has not slowed down with COVID. There are a couple of projects going on in Century. She also shared that we split our time between new companies and existing companies within the area. Danita Andrews is also working on a special project with PEDC regarding the FTZ. There is an opportunity to reorganize as an alternate site network, which allows us to work with companies no matter where they are within Escambia County. There is also an opportunity to expand the FTZ 60 miles to include Santa Rosa and Okaloosa counties, both of which have approved pursuing this effort. An application to expand that FTZ will be submitted. A local company, Snack Crate, was granted the FTZ designation. This effort helps keep them in this community. Danita Andrews emphasized the importance of board members connecting their network to FloridaWest to assist in this effort. Rebecca Ferguson shared that FloridaWest has been visiting local companies since her time of involvement and shared her perspective that perhaps we need to grow the effort and visibility. Scott Luth shared that Danita is working four applications for the University of West Florida Industry Resilience and Diversification Fund (IRDF). The funds can go directly to the company and are within the \$200-\$300K range with good job creation attached. We will make announcements as appropriate. The job creation is running between 30-40 new jobs per project all of which are existing industries.
  - 4. Workforce:** Hitachi at Elyson Park will be closing their doors (300 employees) and have announced a 12-month transition. They are moving operations to Mexico, and we are working with CareerSource and others to retrain and find alternative employment opportunities prior to the 12-month deadline. We will have commercial real estate as a result of this vacancy. Rick Byars asked if the state minimum wage vote had anything to do with the decision to leave. Scott Luth shared that while it hasn't been stated outright, there is a possibility that it was a factor. Jeff Dyer shared an update on unemployment as referenced in the board packet. The total labor force percentage went up, which means more people are working and looking for work. Escambia County is 65% of our MSA. Santa Rosa is 35%. Hospitality and Tourism is still lagging behind, but we are making great strides compared to other parts of the US. There are 5500 open job opportunities at this point, so there is work to be had. Scott Luth highlighted yet again the importance of our education partners as extremely critical in continuing to make strides for our community's success.
  - 5. Marketing:** Sena Maddison shared that we took advantage of the blizzard up the East Coast to remind people that they could be working here instead. It has gotten us national attention. There is a current campaign targeting 20,000 cybersecurity executives in order to expose them to our social media efforts drawing attention to Pensacola. We are also working on a small-town tour to show off our area to cybersecurity writers.
- e. OLF8:** Scott Luth shared that from a commerce and economic development perspective, we are seeing the planning process move internally within the county. While it is slow moving, we will continue to be involved along the way.
  - f. PEDC Board Update:** Scott Luth shared that PEDC has received an offer on the Tech Park. Lewis Bear and Scott Luth will pursue discussions to see what potential there may be.
  - g. Strategic Partner Updates (if in attendance):** Dave Murzin provided an update on the legislative progress for house bills of interest for the \$2.5M Bluffs Infrastructure ask. Marcus McBride shared the concern for the shrinking workforce to motivate and inspire

people to participate in the labor force. Brian Wyer shared that the minority contractor suing Skanska resulting in national attention. He also shared that he is working on a minority business directory. Brian Wyer also shared that he has updated County Commission on how to help address outstanding Hurricane Sally issues for businesses. Upon digging deeper, it is a much bigger scope than originally thought. Karen Sindel shared her appreciation for Brian's effort to move the marker for our local community. Dr. Meadows shared that this week is spring break. Last week, there were only 4 reported cases of COVID, so they are encouraging students to not bring it back. There are no recorded cases from teachers or in class students. The covid cases recorded this semester are from outside of class. There is a ribbon cutting April 9<sup>th</sup> and 29<sup>th</sup> to recognize Donnie McMahon for his financial support of the Cyber program at PSC. There is a dedication next month for the math tutorial lab as well. Enrollment is down 9%, which is much better than the state average. They are expecting a rebound on enrollment in the fall. Rebecca Ferguson shared that the port sustained substantial damage. A bid package has been out for repair, and those bids should be coming in any day. Steamline is continuing to make forward movement. The county and city will be receiving funding from COVID. This presents an opportunity for this organization to help companies. Rebecca requested that any ideas be shared with FloridaWest.

- h.** ED Calendar Review: Please see the calendar included.

**Next Meeting:** April 20, 2021

Adjourned at 2:48 pm by Karen Sindel.

Respectfully Submitted By:

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Ryan Tilley, Secretary-Treasurer  
FloridaWest Economic Development Alliance



April 27th, 2021  
Pensacola State College  
Student Center

**FloridaWest Members Present:** Rick Byars, David Bear, Rebecca Ferguson, Ryan Tilley

**Members Present by Phone:** Charletha Powell, Jim Waite

**Investors Present:** Joshua Beardsley, Brian Wyer, Dave Murzin

**Investors Present by Phone:** Jonathan Tucker

**Staff:** Scott Luth, Melissa Stoker, Danita Andrews, Sena Maddison, Patrick Rooney, Casey Campbell, Jeff Dyer, Craig Dalton, Jessica Scholl

**Guests:**

1. **Call to Order:** Rick Byars called the meeting to order at 1:36 pm.
2. **Public Notice:** This meeting was publicly noticed on April 12, 2021.
3. **Public Comment:** Rick Byars requested public comment. Brian Wyer provided an update on the efforts in collaboration with BRACE to further address Hurricane Sally recovery. He also shared that efforts are being made to bridge the gap between minority businesses and the city and county.
4. **Action Items: We are unable to vote due to a lack of quorum.**
  - a. Approval of March 16<sup>th</sup>, 2021 Minutes: Ryan Tilley requested any corrections/modifications of the minutes. There were none.
  - b. Approval of March 2021 Financials: Ryan Tilley provided an update on the financials. David Bear asked if we had yet applied for forgiveness. Scott Luth shared that we intend to apply for forgiveness within the next 60 or so days.
  - c. Designated Member Bylaw Revision Update: Jessica Scholl shared that she has been working with staff to modify the designated director section of the bylaws. The proposed changes will be distributed to the board with sufficient time (5+ days) before the next board meeting to ensure a vote at the next meeting.
  - d. Ratify moving our board meetings to the 4<sup>th</sup> Tuesday of the month at the May 25<sup>th</sup>, 2021 Board Meeting.
5. **Discussion Items:**
  - a. County Appointee Update: The County has posted the position to replace Karen Sindel and received 2 applicants. They reposted the position with a closing date of April 30<sup>th</sup>. The goal is for the County Commissioners to select a replacement at the BOCC May 20<sup>th</sup> meeting.
  - b. Restore Workforce RFP Update: We had hoped the County would release that RFP, but they have not at this point. Jeff Dyer continues to monitor the website and is in communication with County staff to ensure we are able to jump on it as soon as it's released.
  - c. ED Project Updates
    1. Cybersecurity Update: Craig Dalton shared that we continue to host our monthly CITCOM meetings with encouraging growth and participation. The trust continues to build which is encouraging for our efforts. In addition to the industry expertise and intelligence we weren't privy to before, we are happy with the committee. There is also a lot of confidence in Pensacola here within the Cybersecurity community. We are seeing the Defense Contract community explore options to grow the base of work here. We are continuing to work 3

federal expansion projects which are big growth opportunities. We are also working a retention project. There are some challenges to this project, but they are working hard to address the needs. Craig Dalton also shared that Hurricane Sally reparations on the military installation is needed desperately. The repairs aren't happening quite like we would hope. We are working the challenge.

2. Co:Lab: Patrick Rooney provided an update on the facility. The contractor left the site last Friday. There are some remaining items being addressed, and we are seeing good progress. We do not have a firm reopen date yet as we await a fire inspection. PSC has indicated we are looking at a new elevator for the building as it continues to currently be a challenge. Over half of the tenants who were in the building in September are intending to return with a smaller footprint. There are other pipeline opportunities the Policy Board is exploring. Scott Luth shared that we have a prospective tenant with outdoor manufacturing space needs. Conversations and meetings are continuing as they work through the challenges. Rebecca Ferguson encouraged us to check the building codes as we have those discussions. Scott Luth shared that we continue to make progress with the insurance company for our claim.
3. Business Development: Danita Andrews shared that our project pipeline is growing. We have potentially 4 new projects in addition to the 24 that we had on the schedule last month. There are two new companies from out of town and two new expansions. For one of the projects, opportunities with the Midtown Commerce Park as an option. Danita shared details of other efforts as well.
4. Workforce: Jeff Dyer provided an update, referencing the data provided in the board packet. Employment and labor force numbers are trending up, which is encouraging. Ryan Tilley asked if there is anything that we can do to help. Jeff Dyer shared that they can't find workers for the hospitality and food industries. CareerSource is working to address those needs specifically. Pensacola Airport has a job fair this week on Thursday in person as a direct result of expansion.
5. Marketing: Sena Maddison shared that we are getting a great response to the marketing efforts for Cybersecurity. We had 122,000 impressions in March alone. That is a little bit under 28 times the national average. Scott Luth shared that we are bumping the effort for tech writers to the fall. Our collaboration with The Spring for an event to bring start ups to town has also been pushed out. David Bear asked if we are working with Visit Pensacola. Sena Maddison shared that there are efforts to collaborate to ensure we are marketing Cyber and Visit Pensacola in the same markets. We are also working with Levin Rinke. Sena Maddison provided the following statistics:

#### **Social Mirroring/ Retargeting**

122,200 Impressions

2,346 Clicks

1.92 % Click Through Rate

27.43 X National Average

#### **Most Redirects**

cnn.com

foxnews.com

yahoo.com

thedailybeast.com

- d. PEDC Board Update: Danita Andrews shared that PEDC is the grantee for the FTZ application to serve all of Escambia County, Santa Rosa, and Okaloosa Counties. Any company located within the 3-county area could apply for a FTZ. Right now, it's a 90-day process. This effort will shrink the approval time frame to approximately 30 days. Scott Luth shared that PEDC met this morning and discussed a variety of options for the Tech Park property. We still have work to do with EDA on what our options are for honoring our obligation to them.
- e. Legislative Updates:
  - 1. Bluffs Update: \$2.5 M passed the House and Senate and is in the budget sent to the Governor thanks to Senator Broxson and Rep Michelle Salzman. Discussions have been had via Rep Michelle Salzman and the Governor's Chief of Staff (Stephanie Kopalukas).
  - 2. Workforce Development: Our proposal did not make it through the budget process. The legislature is looking at putting significant funds into a statewide economic development grant program.
- f. Strategic Partner Updates (if in attendance): Rick Byars asked if there were any updates. There were none.
- g. ED Calendar Review: Please see the calendar included.
- h. Check Signer Update: All appropriate paperwork has been submitted to Hancock Whitney. We are awaiting next steps from them.

**Next Meeting: May 25<sup>th</sup>, 2021 at 1:30 pm**

Adjourned at 2:45 pm by Rick Byars.

Respectfully Submitted By:

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Ryan Tilley, Secretary-Treasurer  
FloridaWest Economic Development Alliance



**FloridaWest (CEDA)**  
**Profit & Loss Budget Performance**  
October 2020 through April 2021

|  | <u>Oct '20 - Apr 21</u>  | <u>Budget</u>       | <u>\$ Over Budget</u>    | <u>% of Budget</u>   |
|--|--------------------------|---------------------|--------------------------|----------------------|
| <b>Income</b>                          |                          |                     |                          |                      |
| 4200 · Investor Membership Dues        | 10,000.00                | 40,000.00           | -30,000.00               | 25.0%                |
| 4000 · Membership Dues                 | 160,000.00               | 280,000.00          | -120,000.00              | 57.14%               |
| 4410 · Non-Dues Income                 | 9,188.70                 | 30,000.00           | -20,811.30               | 30.63%               |
| 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                    | 20,000.00                | 100,000.00          | -80,000.00               | 20.0%                |
| 4512 · Miscellaneous Income            | 227.11                   | 1,000.00            | -772.89                  | 22.71%               |
| <b>Total Income</b>                    | <u>818,165.81</u>        | <u>1,276,000.00</u> | <u>-457,834.19</u>       | <u>64.12%</u>        |
| <b>Gross Profit</b>                    | 818,165.81               | 1,276,000.00        | -457,834.19              | 64.12%               |
| <b>Expense</b>                         |                          |                     |                          |                      |
| 5005 · Bank & Credit Card Fees         | 565.00                   | 1,000.00            | -435.00                  | 56.5%                |
| 5060 · Marketing, Adv & Promo/Investor | 99,347.51                | 150,000.00          | -50,652.49               | 66.23%               |
| 5066 · Database/Research               | 5,475.00                 | 40,000.00           | -34,525.00               | 13.69%               |
| 5100 · Audit Expense                   | 22,500.00                | 26,000.00           | -3,500.00                | 86.54%               |
| 5105 · Legal Fees                      | 2,865.25                 | 7,500.00            | -4,634.75                | 38.2%                |
| 5120 · Auto Travel                     | 5,221.70                 | 10,000.00           | -4,778.30                | 52.22%               |
| 5140 · Business Travel                 | 1,063.24                 | 40,000.00           | -38,936.76               | 2.66%                |
| 5190 · Depreciation Expense            | 0.00                     | 15,000.00           | -15,000.00               | 0.0%                 |
| 5200 · Dues & Subscriptions            | 4,872.73                 | 7,000.00            | -2,127.27                | 69.61%               |
| 5310 · Insur-D&O/Liab/Umbrella/EPLI    | 5,715.00                 | 7,000.00            | -1,285.00                | 81.64%               |
| 5410 · Maint & Repair- Computers       | 8,540.75                 | 21,000.00           | -12,459.25               | 40.67%               |
| 5440 · Meeting Expense                 | 1,809.38                 | 2,000.00            | -190.62                  | 90.47%               |
| 5500 · CoLab Expenses                  | 34,359.48                | 104,000.00          | -69,640.52               | 33.04%               |
| 5559 · Workforce Marketing             | 2,880.92                 | 15,000.00           | -12,119.08               | 19.21%               |
| 5600 · Miscellaneous Expense           | 0.00                     | 500.00              | -500.00                  | 0.0%                 |
| 5610 · Postage                         | 463.11                   | 500.00              | -36.89                   | 92.62%               |
| 5680 · Cyber/High Growth Companies     | 12,258.91                | 15,000.00           | -2,741.09                | 81.73%               |
| 57000 · Employee Wages & Benefits      | 406,912.70               | 750,000.00          | -343,087.30              | 54.26%               |
| 5800 · Supplies                        | 2,081.81                 | 2,500.00            | -418.19                  | 83.27%               |
| 5915 · Telephone                       | 2,883.44                 | 3,500.00            | -616.56                  | 82.38%               |
| 5925 · Cell Phones                     | 3,765.86                 | 9,000.00            | -5,234.14                | 41.84%               |
| 5954 · Copier Expense                  | 914.27                   | 1,000.00            | -85.73                   | 91.43%               |
| 5980 · Rent Expense                    | 31,993.04                | 48,500.00           | -16,506.96               | 65.97%               |
| <b>Total Expense</b>                   | <u>656,489.10</u>        | <u>1,276,000.00</u> | <u>-619,510.90</u>       | <u>51.45%</u>        |
| <b>Net Income</b>                      | <u><b>161,676.71</b></u> | <u><b>0.00</b></u>  | <u><b>161,676.71</b></u> | <u><b>100.0%</b></u> |

# FloridaWest (CEDA)

## Balance Sheet

As of April 30, 2021

Apr 30, 21

### ASSETS

#### Current Assets

##### Checking/Savings

1000 · Checking- Private Hancock -363 589,426.08

1010 · Checking - Public Hancock- 355 252,273.83

Total Checking/Savings 841,699.91

##### Accounts Receivable

11000 · Accounts Receivable 62,500.00

Total Accounts Receivable 62,500.00

##### Other Current Assets

1300 · Prepaid Rent 18,750.00

1500 · Due from PEDC 200.00

Total Other Current Assets 18,950.00

Total Current Assets 923,149.91

#### Fixed Assets

1600 · Furniture and Fixtures 44,009.73

1650 · Computers 38,626.14

1700 · Accum Depreciation Computers -23,929.31

1701 · Accum Depreciation Furn & Fix -26,372.41

Total Fixed Assets 32,334.15

#### Other Assets

1800 · Security Deposit 1,000.00

Total Other Assets 1,000.00

**TOTAL ASSETS 956,484.06**

### LIABILITIES & EQUITY

#### Liabilities

##### Current Liabilities

##### Accounts Payable

2000 · Account Payable 0.00

Total Accounts Payable 0.00

##### Other Current Liabilities

##### 2300 · Other Payables

2345 · PPP Loan 112,030.00

2350 · Christmas Club Payable 4,150.00

2300 · Other Payables - Other 21,476.00

Total 2300 · Other Payables 137,656.00

2400 · Payroll Liabilities 24,081.00

Total Other Current Liabilities 161,737.00

Total Current Liabilities 161,737.00

Total Liabilities 161,737.00

#### Equity

3200 · Unrestricted Net Assets 633,070.35

Net Income 161,676.71

Total Equity 794,747.06

**TOTAL LIABILITIES & EQUITY 956,484.06**

**BYLAWS**  
**COMMUNITY ECONOMIC DEVELOPMENT ASSOCIATION**  
**OF PENSACOLA AND ESCAMBIA COUNTY, INC.**

**ARTICLE I**  
**Name and Location**

The name of the corporation is the Community Economic Development Association of Pensacola and Escambia County, Inc., doing business as FloridaWest, FloridaWest Economic Development Alliance, and FloridaWest EDA (“FloridaWest”), and its principal place of business will be in Escambia County, Florida. The office location may be moved from time to time but must remain in Escambia County, Florida.

**ARTICLE II**  
**Purpose**

The purpose of FloridaWest is to promote industry and commerce, enhance the business climate and stimulate economic prosperity, support workforce development, promote community development, and encourage political action. FloridaWest will strive to accomplish the greatest good for the greatest number of people in Pensacola, Escambia County, and Northwest Florida. FloridaWest shall observe all local, state and federal laws that apply to non-profit organizations as defined in Section 501(c)(6) of the Internal Revenue Code.

**ARTICLE III**  
**Members and Investors**

Section 1. Members. An entity or person interested in the development of this region and who desires to preserve and promote the objectives of FloridaWest may become a voting Member upon an annual financial commitment to be determined by the Board of Directors annually before the beginning of each Fiscal Year. Governmental entities may become Members upon payment of the annual payments approval of a governmental budget inclusive of the annual financial commitment. —A Member remains in good standing upon fulfillment of the financial commitment annually as determined by the Board of Directors of FloridaWest; provided, however, that annual payments from governmental entities will be credited to FloridaWest upon receipt.

- (1) Applications for membership must be in writing to FloridaWest.
- (2) Membership must be approved by the Board of Directors.
- (3) Resignations must be in writing to FloridaWest.

(4) Each Member in good standing qualifies for consideration as a Director. Entities must provide to FloridaWest the name of the person designated to serve on the Board on behalf of the entity if the entity ~~chooses-seeks~~ to be represented/serve on the Board. ~~Governmental~~

~~entities may become Members upon payment of the annual payments.~~ Appointment of persons as the designated Member by ~~the~~ governmental entities will be pursuant to Florida law.

Section 2. Investors. An entity or person interested in the development of this region and who desires to preserve and promote the objectives of FloridaWest may become an Investor upon an annual financial commitment to be determined by the Board of Directors from time to time, and remains in good standing upon fulfillment of the financial commitment annually as determined by the Board of Directors.

(1) Applications as an Investor must be in writing to FloridaWest.

(2) Applications must be approved by the Board of Directors.

(3) Resignations must be in writing to FloridaWest.

(4) Investors will receive communications related to FloridaWest projects and activities, and will receive notices of Board meetings.

(5) Investors are encouraged to attend ~~periodic information~~ meetings ~~for Investors~~ where ideas for promoting economic development can be explored, and where appropriate, provided to the Board for consideration.

(6) Investors are not entitled to elect Directors and cannot become a Director.

(7) Investors are encouraged to let the Board know of the Investor's interest in serving on a Committee of FloridaWest.

#### Section 4. Meetings.

4.1 Annual Meeting. A meeting of the Members must be held each year for transaction of any business that may come ~~from the meeting before the Membership~~. The time and place of the meeting must be designated by the Board of Directors.

4.2 Place of Meeting. The Board of Directors may designate any place within ~~N~~orthwest Florida as the place of meeting for any annual meeting. If no designation is made, the place of meeting will be the principal office of the corporation.

4.3 Notice of Meeting. Written notice stating the place, day, and hour of the annual meeting, must be delivered to the Members not less than ten days or more than 60 days before the date of the meeting, personally, by electronic transmission, or by U.S. Mail by the Secretary or officer calling the meeting. Meetings of Members must be publically noticed as required by Florida law.

4.4 Waiver of Notice of Meeting. Attendance of a ~~person~~ Member at a meeting constitutes a waiver of lack of notice or objection to consideration of a matter at a meeting that is

not within the purpose or purposes described in the meeting notice, unless the ~~person~~ Member objects to considering the matter when presented.

4.5 Quorum. A majority of Members entitled to vote constitutes a quorum.

## **ARTICLE IV Board of Directors**

The Board of Directors serves as the governing body of Florida-West. The affairs of FloridaWest and the control and disposition of its properties and funds are vested in the Board, either directly or through its officers, and pursuant to applicable federal and Florida law.

Section 1. Number. The Board of Directors must consist of no fewer than seven (7) and no more than twenty-one (21) ~~persons~~ Directors.

1.1 Determination of Number of Directors. The number of Directors may be increased ~~to no more than twenty-one (21)~~ or decreased to no fewer than seven (7) annually prior to the Annual Meeting by action of the Board pursuant to the requirements of Article III above, but no decrease in the number of Directors can have the effect of shortening the term of any incumbent Director.

1.2 Director Qualification. All Directors must be Members or designees of Members, except for the Designated Director who is appointed pursuant to subsection 1.2.1 below.

1.2.1 Designated Director. The Designated Director will be appointed ~~for a two-year term~~ by the Board at the first meeting following the Annual Meeting after applications are solicited from a pool of applicants at least 30 days before the Annual Meeting. In the solicitation for applications, the criteria for consideration must include the then-current Directors and how they reflect the socio-demographic composition of Escambia County. ~~Designated Directors may serve multiple terms, but must reapply and be reappointed for each term.~~

1.2.2 Governmental Entity Director. Governmental entities that contribute more than \$150,000 annually either through the Pensacola-Escambia County Promotion and Development Commission (the "PEDC") or directly are entitled to appoint designees as Directors at the time of the Annual Meeting. The Board of Directors ~~of Florida West~~ will determine the number of designees that may be appointed by governmental entities.

1.3 Term of Office. Each Director will hold office until no longer qualified, qualified and appointed, ~~expiration of term,~~ or until an earlier resignation, removal from office, or death.

Section 2. Duties. ~~All duties herein apply to all Directors, including the Designated Director and Governmental Entity Directors. Each Director will attend and actively participate in meetings of the Board of Directors.~~ Directors must discharge their duties in good faith, with the care an ordinary person would exercise under similar circumstances, and in the manner the Director thinks is in the best interests of the corporation. In discharging their duties, Directors are entitled to rely on information, opinions, reports, or statements, including without limitation,

financial statements and other financial data, prepared or presented by (i) officers or employees of the corporation whom the Director reasonably believes is reliable and competent in the matters presented; (ii) legal counsel, public accountants, or other persons about matters the Director reasonably believes are within the person's professional or expert competence; or (iii) a Board committee on which the Director does not serve, designated by the Articles or these Bylaws, about matters within the committee's authority, which the Director reasonably believes merits confidence.

Director attendance and participation will be reviewed annually by the Executive Committee.

Section 3. Regular Meetings. An annual Regular Meeting of the Board of Directors may include the Annual Meeting. Regular Meetings must be held no less than quarterly at the principal office of the corporation, or at such other time and place as the Board may determine by resolution.

Section 4. Special Meetings. Special meetings of the Board of Directors may be called by the President of the Board or any two Directors. The person calling the meeting must designate the day and time. The place must be the principal office of the corporation or in reasonable proximity to the principal office.

Section 5. Notice of Meetings. Written notice stating the place, day, and hour of the meeting, and, in the case of a special meeting, the purpose for which the meeting is called, must be delivered to the Directors not less than three days nor more than 30 days before the date of the meeting, personally, by electronic transmission, or by U.S. Mail by the Secretary or officer calling the meeting. Meetings of Members must be publically noticed as required by Florida law.

Section 6. Waiver of Notice of Meetings. Whenever notice is required to be given to a Director, a waiver in writing signed by the Director and delivered to the corporation for inclusion in the minutes is equivalent to the giving of the notice. Attendance of a person at a meeting constitutes a waiver of lack of notice or objection to consideration of a matter at a meeting that is not within the purpose or purposes described in the meeting notice, unless the person objects to considering the matter when presented.

Section 7. Quorum. A majority of Directors entitled to vote constitutes a quorum at any meeting of the Board, unless applicable law, the Articles, or these Bylaws require the vote of a greater number of Directors. A quorum can only be established by the ~~physical~~ presence of a majority of Directors, pursuant to Florida law as may be amended from time to time.

Section 8. Effect of Action. The act of a majority of the Directors present at a meeting at which a quorum is present when the vote is taken is the act of the Board.

Section 9. Meeting by Conference Call or Similar Electronic Means. Directors may vote and fully participate in a meeting of the Board by means of a conference call or similar

communications equipment ~~if, provided that a quorum is otherwise present pursuant to Florida law and~~ all persons participating in the meeting can hear each other at the same time.  
~~Participation by these means constitutes presence in person at a meeting.~~

Section 10. Resignation. Any Director may resign at any time by giving written notice to the corporation, the Board, or the President. The resignation of the Director will take effect when the notice is delivered unless the notice specifies a later effective date.

Section 11. Vacancies. Any vacancy may be filled pursuant to Article III above; provided, however, that the annual assessment will not be pro-rated.

Section 12. Removal. A Director may be removed at any time for any reason by a three-fourths majority vote of all Directors then serving.

Section 13. Compensation. Directors shall not receive any compensation for their service as Directors, but the Board may, by resolution, authorize reimbursement of reasonable expenses incurred in the performance of their duties. Such authorization may prescribe the procedure for approval and payment of the expenses by designated officers of the corporation. This provision does not preclude a Director from serving the corporation in any other capacity and receiving compensation for such services.

Section 14. Conflicts of Interest. No contract or other transaction between the corporation and one or more of its Directors, or any other corporation, firm, association, or entity in which one or more of the Directors or Officers are financially interested, is void or voidable because of the relationship or interest, because the Director or Directors are present at the meeting of the Board, or Board committee, that authorizes, approves, or ratifies the subject contract or transaction, or because the votes of the Directors are counted for that purpose, provided that:

(1) the fact of the relationship or interest is disclosed to or is otherwise known by the Board, Members, or Board committee, that authorizes, approves, or ratifies the contract or transaction by a vote or consent sufficient for that purpose without counting the votes or consents of the interested Directors;

(2) the contract or transaction is fair and reasonable for the corporation at the time it is authorized by the Board, a Board committee, or the Members.

1.1 Quorum. A quorum is present if a majority of Directors who do not have an interest in the transaction vote to authorize, approve, or ratify it.

1.2 Form. The Board of Directors may adopt a Conflict of Interest Form that will be provided to all Directors for review and execution, and which will become a part of FloridaWest's official records.

Section 15. Appointments to the Pensacola-Escambia Development Commission ("PEDC"). The Board of Directors shall adopt a Policy pursuant to Florida law for the appointment of members of the Board of Directors of the PEDC.

## **ARTICLE V Committees and Councils**

Section 1. Standing Committees. Standing Committees include the Executive Committee, the Finance Committee, and the Nominating Committee with the duties and responsibilities as indicated by these Bylaws. The Board may override any decision made by a Standing Committee by a majority of votes at a duly noticed meeting of the Board at which a quorum is present, unless otherwise provided in these Bylaws.

1.1 Executive Committee. The Executive Committee consists of the Officers of the corporation.

1.1.1 Meetings. Meetings are at the call of the corporation President. A quorum is a majority of the members of the Committee. No revision or alteration by the Board of Directors of action taken at the Executive Committee will affect the rights of third parties.

1.1.2 Powers. The Executive Committee may exercise all powers and authority of the Board of Directors when the Board is not in session, including taking such action from time to time as may be required for the expeditious operation of the corporation. However, the Executive Committee has no authority to alter, amend, or repeal the corporation Articles of Incorporation or Bylaws.

1.1.3 Authority. The powers and authority of the Executive Committee are subject to the full Board of Directors being unable to meet in a timely manner to conduct business of the corporation. The powers and authority granted to the Executive Committee is further subject to such restrictions or limitations as the Board of Directors may from time to time specify by resolution.

1.1.4 Actions. All actions of the Executive Committee must be reported in writing to the Directors individually within thirty days after the action is taken, or at a meeting of the Board of Directors if a meeting is held within thirty days of the action. Minutes of the Executive Committee must be included as an information item in the Executive Committee report at the next occurring regular meeting of the Board of Directors.

1.1.5 Board Powers. The Board of Directors may override or negate any Executive Committee action by a majority vote of the Directors present at a duly noticed meeting of the Board of Directors, subject to subsection 1.1.1 of this Article.

1.2 Finance Committee. The Finance Committee will be appointed by the President and will consist of no fewer than three Directors with the Treasurer acting as Chair of the Committee. The committee will prepare an annual corporation budget for review and approval by the Board of Directors. The Committee will conduct a process for the selection of the independent auditor for recommendation to the Board of Directors as needed. If an audit is conducted, upon completion, the Committee shall recommend the audited financial statement for



approval by the Board of Directors. The Committee must review no less than every five years the spending policies and make recommendations to the Board in this regard.

1.3 Nominating Committee. The Nominating Committee will consist of no fewer than three, ~~or~~ and no more than five, Directors with the corporation President acting as its Chair and appointing the Committee members. Recommendations for potential nominees for Officers of the corporation may be submitted to the Nominating Committee no later than thirty days prior to the Annual Meeting. The Nominating Committee will meet and nominate Officers and present its slate of Officers to the Members with voting privileges at the Annual Meeting at which time these Members will vote on the slate of candidates.

Section 2. Ad hoc Committees. Ad hoc committees may be created by the President to perform a specific task that is not within the purview of a Standing Committee. Ad hoc committees may investigate or research a matter or carry out an action adopted by the Board. The composition and duties of ad hoc committee shall be determined by the President, who will report to the Board on the committee's work. Ad hoc committee members, other than a chair, may be appointed from the Members and Investors. Ad hoc committees may be comprised of as few as one Director working with corporation staff.

## **ARTICLE VI**

### **Officers**

Section 1. Officers of the Corporation. The Officers of the corporation are President, Vice President, Secretary, and Treasurer. The positions of Secretary and Treasurer may be combined.

Section 2. Election. The Officers of the corporation must be elected annually by the Directors at the Board's meeting at the time of the Annual Meeting, to serve until a successor is duly elected and qualified.

Section 3. Removal. Any Officer of the corporation may be removed at any time by the Board whenever in its judgment the best interests of the corporation will be served by doing so.

Section 4. Resignation. Any Officer may resign at any time by giving written notice to the corporation, the Board, or the President. The resignation of the Officer will take effect when the notice is delivered unless the notice specifies a later effective date, in which event the Board may fill the pending vacancy before the effective date if it provides the successor does not take office until the effective date.

Section 5. Vacancies. Any vacancy may be filled by the affirmative vote of a majority of the Board of Directors.

Section 6. Duties. The duties of the Officers of the corporation are as usually appertain to such officers of corporations generally.

6.1 President. The President will preside at all meetings of the Members, the Board, and all Board committees on which the President may serve, except as otherwise authorized by these

Bylaws or by resolution of the Board. In addition, the President will possess and may exercise the power and authority, and perform those duties, as may from time to time be assigned to the President by the Board and that are incident to the offices of president.

6.2 Vice President. The Vice President possesses and may exercise the power and authority, and perform the duties, as may from time to time be assigned by the Board. The Vice President will perform the duties of the President in the absence or incapacity of the President; and in case of the resignation or death of the President, the Vice President will perform such duties as are imposed on the President until such time as the Board elects a new President.

6.3 Secretary. The Secretary will prepare the Minutes for meetings of the Board and the Members; provide Notices consistent with these Bylaws or as may be required by law; be custodian of the corporate records; and exercise the power and authority, and perform the duties, as may from time to time be assigned by the Board and that are incident to the office of secretary.

6.4 Treasurer. The Treasurer must make periodic examination of the financial position of the corporation, coordinate preparation of the annual budget, and chair the Finance Committee. The Treasurer must review all disbursements made by the corporation and assist the Executive Director in preparation of financial reports to the Board of Directors for each regular meeting of the Board, or as may be required by the Board or Executive Committee, and perform the duties, as may from time to time be assigned by the Board and that are incident to the office of treasurer.

Section 7. Bond. Each Officer and the Executive Director, if authorized to collect, hold, or disburse funds of the corporation must be bonded for the faithful discharge of duties, the adequacy of which will be determined by the Executive Committee. The corporation will pay for the bonds.

Section 8. Insurance. The corporation must maintain Directors and Officers liability insurance on behalf of the Board.

## **ARTICLE VII**

### **Chief Executive Officer**

The Chief Executive Officer (“CEO”) is not a member of the Board of Directors and is responsible to the Members and the Board, subject to the policies and directives of the corporation. The immediate supervisor of the CEO is the President of the corporation. The CEO exercises control over the administration of the corporation and the execution of the corporation’s policies. The CEO must attend all meetings of the Board and the membership and assist the Secretary and Treasurer in their duties, including maintain~~ing~~ing custody of corporate documents and keeping an account of all transactions and financial condition of the corporation. The CEO is authorized to (i) appoint, remove, discipline, and supervise the corporation’s personnel; (ii) authorize and certify payrolls, requisitions, and other documents relating to the financial affairs of the corporation; and (iii) perform such other duties as may from time to time be prescribed by the Board of Directors. The compensation of the CEO will be determined by

the Board. The Board may, by resolution, remove the CEO and terminate employment at any time, with or without cause.

## **ARTICLE VIII Contracts and Funds**

Section I. Authorization. The Board of Directors may authorize any Officer to enter into any contract or execute and deliver any instrument in the name of an on behalf of the corporation, and such authority may be general or confined to specific instances. All checks, drafts, or other orders for the payment of money, notes, or other evidences of indebtedness issued in the name of the corporation must be signed by such officers of the corporation an in such manner as will be determined by resolution of the Board of Directors from time to time.

Section 2. Funds. All funds of the corporation not otherwise employed must be deposited to the credit of the corporation in such banks or other depositories as the Board of Directors may select or as may be designated by any Officer of the corporation to whom such power may be delegated by the Board of Directors.

Section 3. Acceptance of Gifts and Grants. The Board of Directors or any Officer of the corporation to whom such authority may be delegated by the Board may accept on behalf of the corporation any contribution, gift, bequest, device, or grant for general purposes or for any special purpose that may be designated. The Board is authorized to receive contributions from any governmental entity or private sources.

Section 4. Audits. Annually, or as may otherwise be required by the Board, these Bylaws, or by contract for funding, the accounts of the corporation will be audited by a certified public accountant, whose report must be submitted to the Finance Committee and to each member of the Board.

## **ARTICLE IX Records and Fiscal Year**

Section 1. Records. The corporation must keep complete records of accounts and minutes of the proceedings of its Board of Directors and committees, and maintain all financial records in the principal office of the corporation.

Section 2. Fiscal Year. The fiscal year of the corporation begins October 1, or set by the Board of Directors by resolution from time to time as may be required.

## **ARTICLE X Amendments**

The Board may amend or repeal these Bylaws and adopt new Bylaws at any regular meeting or special meeting called for that purpose, provided that notice of the proposed amendment or repeal is given to each Director at least five days prior to the meeting date at which these Bylaws are to be amended or repealed.

**ARTICLE XI**  
**Dissolution**

The corporation must use its funds only to accomplish the mission and corporate objectives, and no part of these funds shall inure, or be distributed to, any Director, Member, or other person. Upon dissolution of the corporation, any funds remaining must be distributed to one or more regularly organized and qualified organization as defined in IRC 501(c)(6) to be selected by the Board of Directors.

**ARTICLE XII**  
**General Laws**

Any matters not covered in these Bylaws or in the Articles of Incorporation will be governed by the laws of the State of Florida, including without limitation, Public Records and Sunshine Laws as they may apply.

Approved the 26<sup>th</sup> day of September, 2014

Amended the 19<sup>th</sup> day of October, 2016

\_\_\_\_\_  
Rebecca Ferguson, Secretary/Treasurer

Amended the 18<sup>th</sup> day of June, 2019

\_\_\_\_\_  
By \_\_\_\_\_  
Its Secretary

Amended the \_\_\_\_\_ day of \_\_\_\_\_, 2021

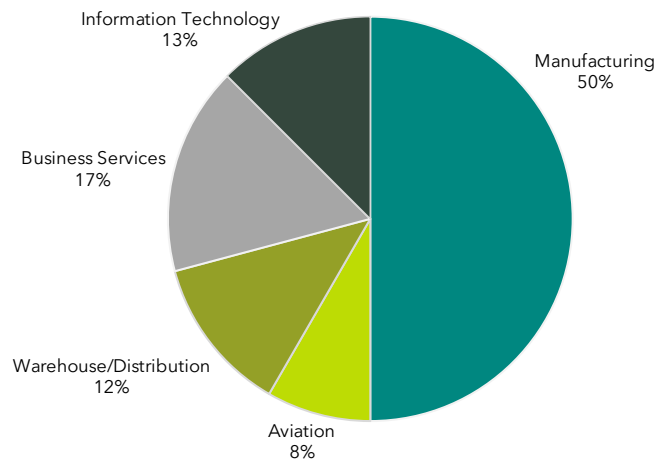
By \_\_\_\_\_, Secretary

# BUSINESS DEVELOPMENT

Year to Date **May 10, 2021**

Active Projects 24  
Active Project Site Visits 11  
Existing Industry Visits 43

**PROJECTS** **2633** JOBS / **12** NEW RELOCATIONS  
**12** LOCAL EXPANSIONS



## 3<sup>RD</sup> QUARTER EXISTING INDUSTRY VISITS

**43**

OCTOBER 3  
NOVEMBER 10  
DECEMBER 3  
JANUARY 5  
FEBRUARY 8  
MARCH 5  
APRIL 9

|                                  | # EMPLOYEES | SECTOR            |
|----------------------------------|-------------|-------------------|
| 04/02/21 IdeaWorks               | 2           | Business Services |
| 04/06/21 Hixardt Technologies    | 22          | IT/Cyber Security |
| 04/07/21 Underwood Construction  | 17          | Business Services |
| 04/08/21 NOF Technologies        | 8           | IT/Cyber Security |
| 04/09/21 Port of Pensacola       | 9           | Manufacturing     |
| 04/16/21 Streamline Boats        | 4           | Manufacturing     |
| 04/19/21 Gilmore Services        | 30          | Business Services |
| 04/20/21 Pensacola Airport (PNS) | 30          | Aviation          |
| 04/23/21 GE Wind Energy          | 600         | Manufacturing     |

## ANNOUNCEMENTS

**81%** **1622**



**15** PROJECTS / **2** NEW RELOCATIONS

2019-2020 / **13** LOCAL EXPANSIONS

| New Jobs    | Retained Jobs | Average Wage    | Annual Payroll      | Capital Investment  |
|-------------|---------------|-----------------|---------------------|---------------------|
| <b>1622</b> | <b>70</b>     | <b>\$47,488</b> | <b>\$75,743,700</b> | <b>\$27,350,000</b> |

**SPECIAL PROJECTS - FTZ #249 ALTERNATE SITE FRAMEWORK (ASF) REORGANIZATION** (application submitted 4/29/2021)

## FloridaWest - Business Expansion and Relocation Announcements

| Company   | Sector             | New Jobs    | Retained Jobs | Average Wage    | Annual Payroll      | Capital Investment   |
|---|--------------------|-------------|---------------|-----------------|---------------------|----------------------|
| Economic Development Announcements<br>(2014-2018) | 16 Projects        | 5358        | 605           | \$55,362        | \$291,237,050       | \$467,230,200        |
| <b>Lost Key Media</b>                             | Business Services  | 3           |               | NA              | NA                  | NA                   |
| May, 2019   |                    |             |               |                 |                     |                      |
| <b>American Tire Distributors</b>                 | Distribution       | 30          | 20            | \$32,000        | \$1,600,000         | \$4,000,000          |
| June, 2019  |                    |             |               |                 |                     |                      |
| <b>ST Engineering Aerospace</b>                   | Aviation           | 1325        |               | \$45,394        | \$60,147,000        | \$245,000,000        |
| July, 2019  |                    |             |               |                 |                     |                      |
| <b>Social Icon</b>                                | Business Services  | 3           |               | \$36,000        | \$108,000           | NA                   |
| August, 2019                                      |                    |             |               |                 |                     |                      |
| <b>Qualia Is</b>                                  | Business Services  | 2           |               | \$50,000        | \$100,000           | NA                   |
| March 2020  |                    |             |               |                 |                     |                      |
| <b>EBI Management Group, Inc.</b>                 | Business Services  | 14          |               | \$65,000        | \$910,000           | \$350,000            |
| March, 2020                                       |                    |             |               |                 |                     |                      |
| <b>Girl Catch Fire</b>                            | Business Services  | 1           |               | \$50,000        | \$50,000            | NA                   |
| April, 2020                                       |                    |             |               |                 |                     |                      |
| <b>CoFlyt</b>                                     | IT                 | 5           |               | \$45,000        | \$225,000           | NA                   |
| May, 2020   |                    |             |               |                 |                     |                      |
| <b>Right on Target Marketing</b>                  | Business Services  | 2           |               | \$40,000        | \$80,000            | NA                   |
| May, 2020   |                    |             |               |                 |                     |                      |
| <b>Speaker Training</b>                           | Business Services  | 1           |               | \$50,000        | \$50,000            | NA                   |
| May, 2020   |                    |             |               |                 |                     |                      |
| <b>Alfius Marketing</b>                           | Business Services  | 1           |               | \$55,000        | \$55,000            | NA                   |
| May 2020  |                    |             |               |                 |                     |                      |
| <b>Blue Wind Technologies</b>                     | Manufacturing      | 120         |               | \$41,937        | \$4,193,700         | \$2,500,000          |
| May 2020  |                    |             |               |                 |                     |                      |
| <b>Ascend Performance Materials</b>               | Manufacturing      | 10          | 30            | \$67,000        | \$2,680,000         | \$20,000,000         |
| June 2020   |                    |             |               |                 |                     |                      |
| <b>Cordele Intermodal</b>                         | Business Services  | 5           | 20            | \$42,000        | \$1,050,000         | \$3,500,000          |
| June 2020   |                    |             |               |                 |                     |                      |
| <b>Streamline Boats</b>                           | Manufacturing      | 100         |               | \$45,500        | \$4,550,000         | \$2,000,000          |
| September 2020                                    |                    |             |               |                 |                     |                      |
| <b>5-year Goals To Date</b>                       | <b>15 Projects</b> | <b>1622</b> | <b>70</b>     | <b>\$47,488</b> | <b>\$75,743,700</b> | <b>\$277,350,000</b> |
| FY 2015-2020 Totals                               | 31 Projects        | 8602        | 675           | \$50,953        | \$366,980,750       | \$744,580,200        |

**Overview of the CareerSource Escarosa Region  
Not Seasonally Adjusted  
May 21, 2021**

- The unemployment rate in the CareerSource Escarosa region (Escambia and Santa Rosa counties) was 4.5 percent in April 2021. This rate was 7.4 percentage points lower than the region's year ago rate of 11.9 percent. The region's April 2021 unemployment rate was 0.6 percentage point lower than the state rate of 5.1 percent. The labor force was 236,735, up 18,595 (+8.5) over the year. There were 10,656 unemployed residents in the region.
- Santa Rosa County had the lowest unemployment rate (3.8 percent) in the CareerSource Escarosa region followed by Escambia County (4.9 percent).
- In April 2021 nonagricultural employment in the Pensacola-Ferry Pass-Brent MSA was 186,800, an increase of 17,800 jobs (+10.5 percent) over the year.
- The leisure and hospitality (+43.5 percent); professional and business services (+13.8 percent); mining, logging, and construction (+6.1 percent); and government (+1.0 percent) industries grew faster in the metro area than statewide over the year.
- The industries gaining in jobs over the year were leisure and hospitality (+7,300 jobs); professional and business services (+3,200 jobs); trade, transportation, and utilities (+2,600 jobs); education and health services (+1,800 jobs); other services (+1,100 jobs); mining, logging, and construction (+700 jobs); financial activities (+500 jobs); manufacturing (+300 jobs); and government (+300 jobs).
- The information industry was unchanged over the year.

Note: All data are subject to revision.

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics and Economic Research.



| <b>Unemployment Rates<br/>(not seasonally adjusted)</b> | <b>Apr-21</b> | <b>Mar-21</b> | <b>Apr-20</b> |
|---|---------------|---------------|---------------|
| CareerSource Escarosa                                   | 4.5%          | 4.5%          | 11.9%         |
| Escambia County   | 4.9%          | 4.9%          | 12.7%         |
| Santa Rosa County                                       | 3.8%          | 3.9%          | 10.4%         |
| Florida   | 5.1%          | 5.3%          | 13.9%         |
| United States   | 5.7%          | 6.2%          | 14.4%         |

| <b>Nonagricultural Employment by Industry<br/>(not seasonally adjusted)</b> | <b>Pensacola-Ferry Pass-Brent<br/>Metropolitan Statistical Area</b> |               |               |                           | <b>Florida</b> |               |               |                           |
|---|---|---------------|---------------|---------------------------|----------------|---------------|---------------|---------------------------|
|   | <b>Apr-21</b>   | <b>Apr-20</b> | <b>change</b> | <b>percent<br/>change</b> | <b>Apr-21</b>  | <b>Apr-20</b> | <b>change</b> | <b>percent<br/>change</b> |
| Total Employment  | 186,800   | 169,000       | 17,800        | 10.5                      | 8,609,500      | 7,854,000     | 755,500       | 9.6                       |
| Mining, Logging, and Construction   | 12,200  | 11,500        | 700           | 6.1                       | 570,500        | 542,600       | 27,900        | 5.1                       |
| Manufacturing   | 6,900   | 6,600         | 300           | 4.5                       | 382,500        | 361,000       | 21,500        | 6.0                       |
| Trade, Transportation, and Utilities  | 33,700  | 31,100        | 2,600         | 8.4                       | 1,742,700      | 1,596,300     | 146,400       | 9.2                       |
| Wholesale Trade   | 5,700   | 5,600         | 100           | 1.8                       | 344,500        | 334,200       | 10,300        | 3.1                       |
| Retail Trade  | 23,600  | 21,400        | 2,200         | 10.3                      | 1,055,500      | 937,900       | 117,600       | 12.5                      |
| Transportation, Warehousing, and Utilities                                  | 4,400   | 4,100         | 300           | 7.3                       | 342,700        | 324,200       | 18,500        | 5.7                       |
| Information   | 1,500   | 1,500         | 0             | 0.0                       | 129,500        | 125,900       | 3,600         | 2.9                       |
| Financial Activities  | 15,400  | 14,900        | 500           | 3.4                       | 600,800        | 577,400       | 23,400        | 4.1                       |
| Professional and Business Services  | 26,400  | 23,200        | 3,200         | 13.8                      | 1,387,300      | 1,273,500     | 113,800       | 8.9                       |
| Education and Health Services   | 31,200  | 29,400        | 1,800         | 6.1                       | 1,330,800      | 1,235,400     | 95,400        | 7.7                       |
| Leisure and Hospitality   | 24,100  | 16,800        | 7,300         | 43.5                      | 1,034,200      | 735,700       | 298,500       | 40.6                      |
| Other Services  | 6,500   | 5,400         | 1,100         | 20.4                      | 331,600        | 275,300       | 56,300        | 20.5                      |
| Government  | 28,900  | 28,600        | 300           | 1.0                       | 1,099,600      | 1,130,900     | -31,300       | -2.8                      |

| <b>Population</b>     | <b>2019</b> | <b>2018</b> | <b>change</b> | <b>percent<br/>change</b> |
|-----------------------|-------------|-------------|---------------|---------------------------|
| CareerSource Escarosa | 502,629     | 494,399     | 8,230         | 1.7                       |
| Escambia County       | 318,316     | 315,104     | 3,212         | 1.0                       |
| Santa Rosa County     | 184,313     | 179,295     | 5,018         | 2.8                       |
| Florida               | 21,477,737  | 21,244,317  | 233,420       | 1.1                       |

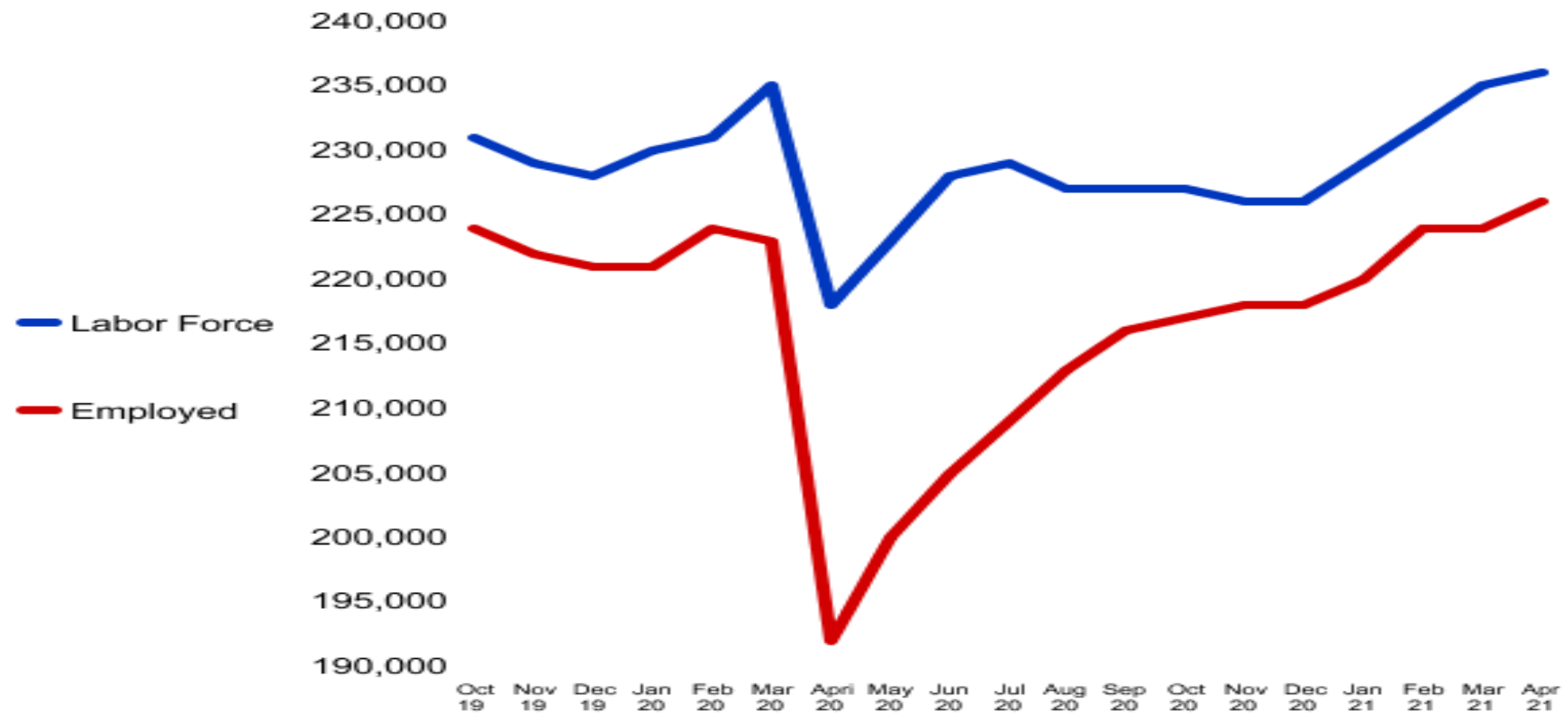
| <b>Average Annual Wage</b> | <b>2019</b> | <b>2018</b> | <b>change</b> | <b>percent<br/>change</b> |
|----------------------------|-------------|-------------|---------------|---------------------------|
| CareerSource Escarosa      | \$44,347    | \$42,865    | \$1,482       | 3.5                       |
| Escambia County            | \$45,786    | \$44,262    | \$1,524       | 3.4                       |
| Santa Rosa County          | \$39,341    | \$37,943    | \$1,398       | 3.7                       |
| Florida                    | \$51,744    | \$50,092    | \$1,652       | 3.3                       |

Note: All data are subject to revision.

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics and Economic Research.

| Employment / Unemployment Data             | Pensacola-Ferry Pass-Brent Metropolitan Statistical Area |                   |         |         |         |         |                         |                            |                                       |
|--|--|-------------------|---------|---------|---------|---------|-------------------------|----------------------------|---------------------------------------|
|  | Jan 20   | Apr 20 (COVID-19) | Jan 21  | Feb 21  | Mar 21  | Apr 21  | Difference Mar - Apr 21 | Difference Jan 20 - Apr 21 | Difference Apr 20 (COVID-19) - Apr 21 |
| Unemployment Rate                          | 3.7%   | 12.0%             | 4.1%    | 4.4%    | 4.5%    | 4.5%    | 0.0%                    | 0.8%                       | -7.5%                                 |
| Labor Force                                | 230,019  | 218,140           | 229,667 | 232,608 | 235,190 | 236,735 | 1,545                   | 6,716                      | 18,595                                |
| Total Unemployed                           | 8,508  | 25,952            | 9,311   | 8,331   | 10,690  | 10,656  | (34)                    | 2,148                      | (15,296)                              |
| Total Employment                           | 221,511  | 192,188           | 220,356 | 224,277 | 224,500 | 226,079 | 1,579                   | 4,568                      | 33,891                                |
| Total Non Agricultural Employment          | 186,000  | 173,200           | 183,600 | 185,700 | 185,600 | 186,800 | 1,200                   | 800                        | 13,600                                |
| Mining, Logging, and Construction          | 12,500   | 12,100            | 11,800  | 12,100  | 12,100  | 12,100  | 0                       | (400)                      | 0                                     |
| Manufacturing                              | 7,000  | 6,500             | 6,800   | 6,900   | 6,900   | 6,900   | 0                       | (100)                      | 400                                   |
| Trade, Transportation, and Utilities       | 33,700   | 30,900            | 34,000  | 34,200  | 34,000  | 33,700  | (300)                   | 0                          | 2,800                                 |
| Wholesale Trade                            | 5,700  | 5,600             | 5,700   | 5,700   | 5,800   | 5,700   | (100)                   | 0                          | 100                                   |
| Retail Trade                               | 23,700   | 21,300            | 23,900  | 24,000  | 23,700  | 23,600  | (100)                   | (100)                      | 2,300                                 |
| Transportation, Warehousing, and Utilities | 4,300  | 4,000             | 4,400   | 4,500   | 4,500   | 4,400   | (100)                   | 100                        | 400                                   |
| Information                                | 1,600  | 1,600             | 1,500   | 1,500   | 1,500   | 1,500   | 0                       | (100)                      | (100)                                 |
| Financial Activities                       | 14,900   | 14,600            | 15,200  | 15,300  | 15,200  | 15,400  | 200                     | 500                        | 800                                   |
| Professional and Business Services         | 24,100   | 22,900            | 25,900  | 26,700  | 25,900  | 26,400  | 500                     | 2,300                      | 3,500                                 |
| Education and Health Services              | 31,200   | 29,300            | 30,700  | 30,800  | 31,000  | 31,200  | 200                     | 0                          | 1,900                                 |
| Leisure and Hospitality                    | 25,700   | 20,800            | 22,900  | 23,000  | 23,800  | 24,100  | 300                     | (1,600)                    | 3,300                                 |
| Other Services                             | 6,400  | 5,200             | 6,500   | 6,600   | 6,500   | 6,500   | 0                       | 100                        | 1,300                                 |
| Government                                 | 28,900   | 29,300            | 28,300  | 28,700  | 28,700  | 28,900  | 200                     | 0                          | (400)                                 |

# Pensacola MSA Labor Force Data





## Pensacola MSA Unemployment Rate



# Marketing and Upcoming Events

Memorial Day  
(Office Closed)  
5/31

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City Council Regular  
Meeting  
5/27 5:30 PM

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Escambia BOCC  
Meeting  
6/3 5:30 pm

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Escambia  
Committee of the  
Whole  
6/10 - 9AM

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Entrepreneurship  
Ecosystem Meeting  
6/16 - 8:30 AM  
CO:LAB Pensacola

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City Council Regular  
Meeting  
6/17 5:30 PM



**CYBERCOAST**  
PENSACOLA, FL

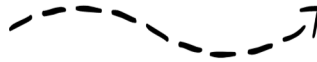
## Cyber Campaign April

130,231 Impressions

3,277 Clicks

35.95 X National Avg.

Most Active Post




CyberCoast  
39 followers  
1w • 🌐

+ Follow ...

Don't be surprised if you feel at home on your first visit to Pensacola. That's because we have a large, growing cybersecurity community. Whether you work for a federal agency, the US military, or a private-sector company, you'll find a lot of folks with similar jobs and backgrounds. In fact, our region is home to more than 2,000 cybersecurity professionals. And with our Dog-Friendly craft breweries, bistros, and beaches, your dog will make friends too. (Who knows, the cat might like it too.)

Bring The Laptop, Bring The Dog, Bring The Job.

 CO:LAB Pensacola  
May 5 at 7:14 AM · 🌐

Caffeine. Tacos. Water coolers.  
They'll be back.



CO:LAB Pensacola  
Most Popular Post

2,484 reached  
69 Link Clicks

FloridaWestEDA.com in April  
1.9 K Visitors



# PENSACOLA'S CYBER HISTORY

Pensacola is the nation's oldest trusted source for cybersecurity training and expertise



**1960**

First class of Cryptologic Technicians began training at Corry Field.



**2013**

NIOC Pensacola established all five Navy Combat Support Teams (CSTs) in support of USCYBERCOM's Cyber Mission Force (CMF).



**2018**

The Cybersecurity and Infrastructure Security Agency (CISA) is established. Hundreds of cybersecurity specialists from all branches of the military begin training at Pensacola's Corry Station.

**1999**

The Naval Security Group Activity (NSGA) Pensacola was commissioned to ensure the rapid development of technology required to keep the cryptologic automated information systems technologically current.



**2017**

FloridaWest creates "Pensacola's CyberCoast: A Cybersecurity Strategic Plan" based on four strategic pillars:

**2021**

FloridaWest launches CyberCoastFlorida.com and begins actively marketing the CyberCoast nationally.



1. Build a thriving cybersecurity workforce
2. Strengthen partnerships to encourage cybersecurity innovation and economic development
3. Improve technology infrastructure and optimize cybersecurity business climate
4. Develop marketing strategies to promote Pensacola as the "CyberCoast"



**CYBERSECURITY HAS A NEW CAPITAL CITY**



**CYBERCOAST**  
PENSACOLA, FL

**FloridaWest**  
economic development alliance



**Sena Maddison** • Director of Communications • FloridaWest EDA  
smaddison@floridawesteda.com • 850.417.1500

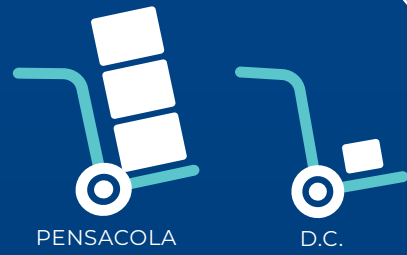


**850.901.9012**  
marketing@floridawesteda.com

# WHY PENSACOLA FOR CYBERSECURITY?

## MORE FOR YOUR MONEY

On average people in Pensacola pay 5% less than the national average for goods and services. That gives us a tremendous advantage over Washington, DC, the nearest cybersecurity hub, where residents pay on average 63% more than the rest of the nation.



**17% LESS**  
THAN NATIONAL AVERAGE

PENSACOLA

**176% MORE**  
THAN NATIONAL AVERAGE

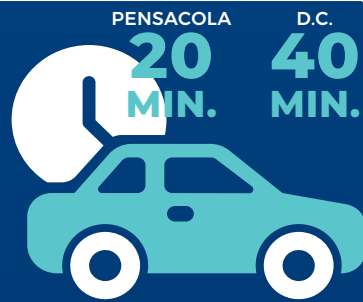
D.C.

## DREAMS WITHIN REACH

Housing costs about 17% less than the national average to live here. By contrast, housing costs in Washington, DC are almost 176% more.

## TIME TO ENJOY LIFE.

Average one-way commute times in Washington, DC are among the highest in the nation at 43 minutes. Pensacola residents spend less than 20 minutes getting to work. That 40-minute difference over 200 working days amounts to nearly an extra week each year that we can spend pursuing other interests.



## A BETTER QUALITY OF LIFE TO ENJOY.

Pensacola's crime rate is lower (94%) than the national average and significantly lower than Washington's (115%). We have more sunny days, no significant snowfall, and natural amenities that are comfortably accessible most of the year.

## PENSACOLA WAS FIRST

Founded by Don Tristan de Luna in 1559, Pensacola is America's first multi-year European settlement. Since the 1700s, the Pensacola region has boasted one of the best business climates in the Southeast due to its trade and commerce significance. Major industries such as aerospace and defense, advanced manufacturing and professional services have all benefited from the stable economy and low cost of doing business. Pensacola was also first in cybersecurity; Cryptologic technicians have been training here since the 1960's.

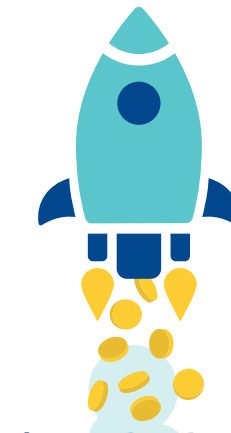
# WHY CYBERSECURITY FOR PENSACOLA?

## HIGH-PAYING JOBS

Cybersecurity jobs in the Pensacola area pay an average of \$68,430 per year. That's almost

**\$25,000 MORE**

per year than our prevailing local average.



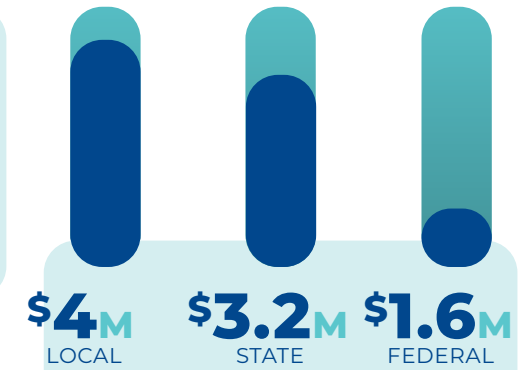
**\$142.2M**  
AVERAGE EARNINGS INCREASE

## A DRAMATIC BOOST TO THE ECONOMY

These positions also have a ripple effect throughout the economy, meaning that high-paying positions create a need for additional jobs as they increase the demand for goods and services. So, for 1,000 new cybersecurity jobs created here, there's an additional 1,667 jobs that will be available because of them. As a result, the area's earnings will grow by \$142.2 million average.

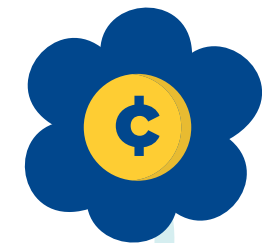
## MILITARY INVESTMENT SPURS INNOVATION AND ENTREPRENEURSHIP

The city has a proud military heritage, thanks to the Naval Air Station Pensacola. In addition to being the "Cradle of Naval Aviation," Pensacola is proud to call itself home to the renowned Blue Angels, the U.S. Navy Flight Demonstration Squadron. In addition to a rich military history, the Pensacola community is powered by our military, retirees, and their families. Innovators who began in our military became many of our entrepreneurs and cybersecurity business founders and make up a large part of our economy.



## MORE MONEY FOR SCHOOLS, ROADS, AND PUBLIC SAFETY

Taxes and fees generated by these new jobs would add \$4 million to our local coffers, bring in an additional \$3.2 million in state revenue, and \$1.6 million in federal revenue.



## INCREASED 'STICKINESS' FOR EXISTING AGENCIES AND COMPANIES

As the Navy Federal experience shows, a strong foothold in the area makes it much more likely that companies and even federal agencies will choose to grow their presence here rather than relocate somewhere else.



Companies looking to establish, thrive and innovate have found that this idyllic region, long known for its fabulous beaches and lifestyle, is the focal point of cybersecurity and technology in Florida.

FloridaWest Economic Development Alliance works to connect the assets, resources and talent of the Greater Pensacola region with business and industry to build a thriving industrial and professional community for the ongoing economic growth and prosperity of the region.