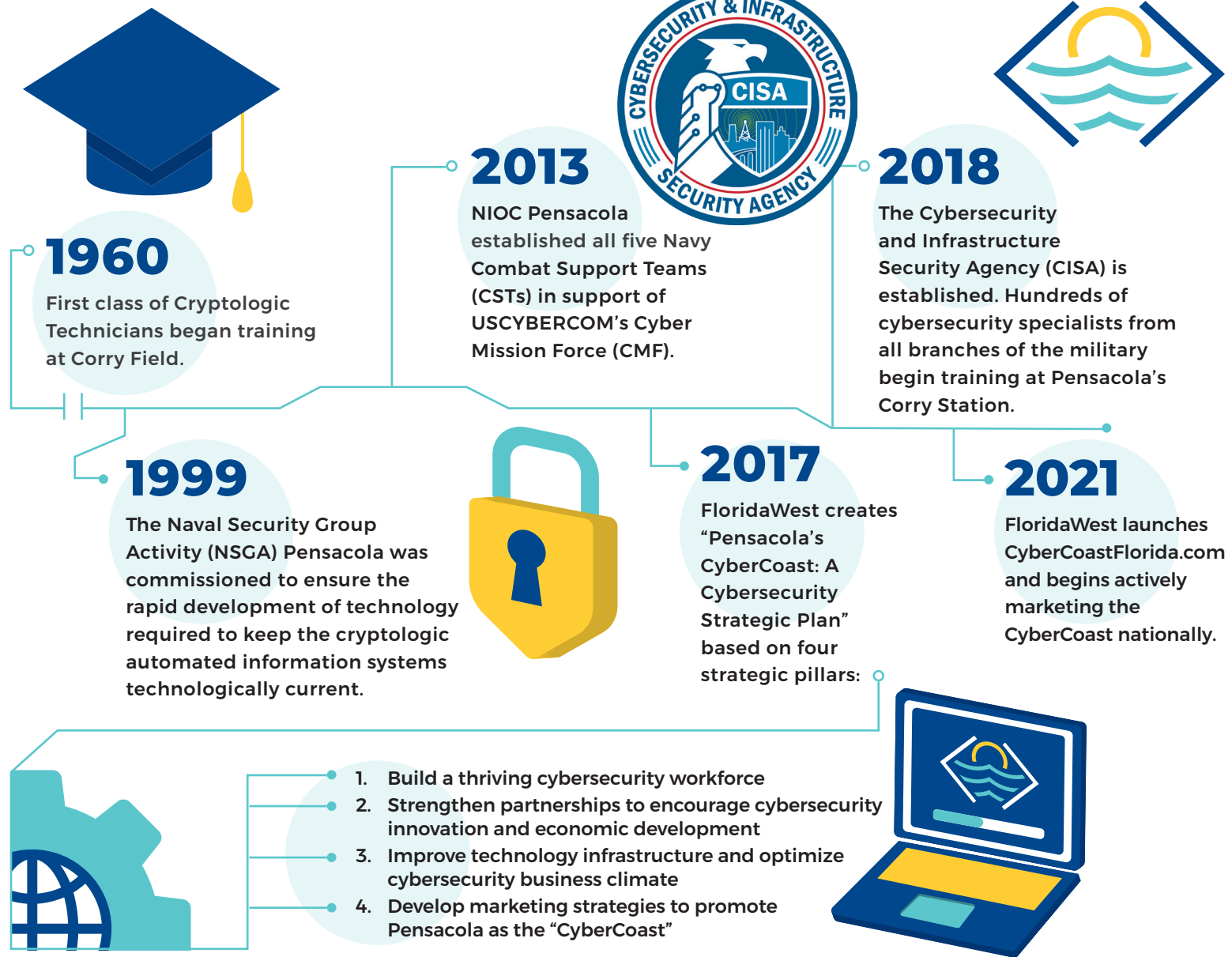


PENSACOLA'S CYBER HISTORY

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



CYBERCOAST
PENSACOLA, FL



FloridaWest
economic development alliance

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WHY PENSACOLA FOR CYBERSECURITY?

A STRONG CYBER WORKFORCE

- More than 250 information technology companies employ nearly 3,200 people in the region
- University of West Florida Center for Cybersecurity is the regional hub for cybersecurity education and research
- Pensacola State College graduated over 400 with Cyber/IT degrees Fall 2020
- 20-industry-focused training programs, ranging from middle school through post-secondary level



A PERFECT LOCATION FOR BUSINESS

- More than 25 Daily Direct Flights to Washington D.C. Dallas/Fort Worth, Austin, Chicago and more
- Florida has no personal state income tax and one of the best corporate tax rates in the U.S.
- Over 34,000 Military Retirees



LOW TAXES ARE JUST THE BEGINNING

The CyberCoast offers a cost-effective alternative to many other competitive business locations. Land, labor and capital are more affordable than in many other regions of the U.S. which cannot compete with the natural beauty and livability of the area. In addition, FloridaWest works with growing businesses to lower the cost of location or expansion on competitive projects in cybersecurity.

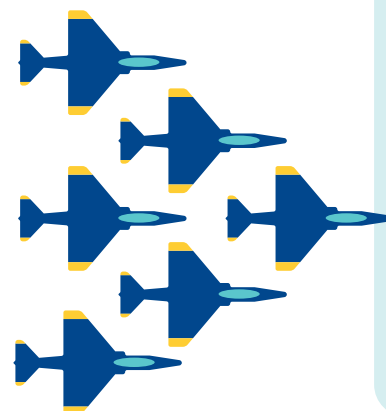


A BETTER QUALITY OF LIFE TO ENJOY

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

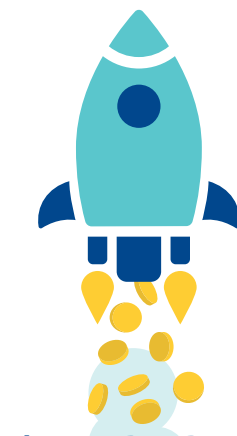
Founded by Don Tristan de Luna in 1559, Pensacola is America's first multi-year European settlement. Since the 1700s, the Pensacola region has boasted one of the best business climates in the Southeast due to its trade and commerce significance. Major industries such as aerospace and defense, advanced 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.



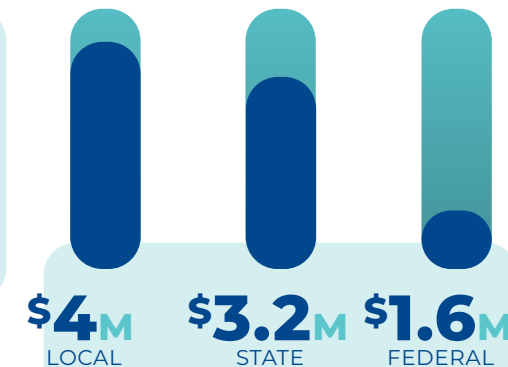
\$142.2M
AVERAGE
EARNINGS INCREASE

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.