



MEETING AGENDA – Tuesday, September 27th, 2022 1:30 PM
FloridaWest Economic Development Alliance – Board of Director’s Meeting
CO:LAB Pensacola - First Floor Conference Room

1. **Call to Order** Rick Byars
2. **Meeting publicly noticed (8/31/2022)**
3. **Public Comment**
4. **Action Items** Ryan Tilley
 - a. Approval of August 23rd, 2022 Meeting Minutes
 - b. Approval of September 16th, 2022 Executive Board Meeting Minutes
 - c. Approval of August 2022 Financials
 - d. Lobbyist Contract
 - e. FY 22-23 Meeting Schedule
 - f. Officer Nomination for FY 22-23
 - i. Officer Elections – Current slate nominated at 8/23/22 meeting
 - President: Rick Byars
 - Vice President: David Bear
 - Secretary/Treasurer: Ryan Tilley
 - ii. Committee Appointees
 - Executive Committee (Officers)
 - Finance Committee (Treasurer as Chair - 3+ Other Directors)
 - Nominating Committee (President as Chair - 3-5 Directors)
 - Membership Committee (Considered an Ad Hoc Committee)
 - Ad hoc Committees (As needed)
 - g. EDATE
5. **Discussion Items** Scott Luth
 - a. Strategic Plan
 - b. ED Project Updates
 - i. Business Development
 - ii. Co:Lab
 - iii. Cybersecurity/Military
 - iv. Marketing
 - c. PEDC Board Update
 - i. Organizational Relationship Review
 - ii. Legislative/Funding Updates
 - d. Strategic Partner Updates (If in attendance)
6. **Other Business**
7. **Adjourn**

Next Meeting: October 25th at 1:00 pm – Studer Community Institute – VisionFirst Final Presentation

Fiscal Year Meeting Schedule - TBD



August 23rd, 2022
CO:LAB Pensacola
418 W. Garden Street

FloridaWest Members Present: Rick Byars, Jim Waite, Olevia McNally, David Bear, Don Palmer

Investors Present: Dave Murzin, Marcus McBride, KC Gartman, Ed Meadows

Staff: Scott Luth, Melissa Stoker, Danita Andrews, Patrick Rooney, Craig Dalton, Jessica Scholl, Jeff Rogers

Guests: None

1. **Call to Order:** President Rick Byars called the meeting to order at 1:35 pm.
2. **Public Notice:** This meeting was publicly noticed on 7.28.22.
3. **Public Comment:** President Rick Byars requested public comment. There were none.
4. **Action Items:**
 - a. Approval of June 28th, 2022 Minutes:
David Bear motioned to approve the minutes.
Olevia McNally seconded.
Passed unanimously.
 - b. Approval of July 7th Executive Committee Meeting Minutes
David Bear motioned to approve the minutes.
Olevia McNally seconded.
Passed unanimously.
 - c. Approval of August 22nd Executive Committee Meeting Minutes
David Bear motioned to approve the minutes.
Olevia McNally seconded.
Passed unanimously.
 - d. Approval of July 2022 Financials:
Don Palmer motioned to approve the financials.
Jim Waite seconded.
Passed unanimously.
 - e. Officer Nomination for FY 22-23
President Rick Byars requested volunteers for the nominating committee. David Bear volunteered.
President Byars requested Olevia McNally and Jim Waite to serve on the nominating committee.
Both accepted. President Byars also shared that the current executive committee is willing to continue serving in their current slate for the next fiscal year. The current slate is nominated.
President Byars opened the floor to additional nominations. No other nominations were made.
Voting for officers will occur at next month's meeting.
5. **Discussion Items:**
 - a. Strategic Plan: Scott Luth provided an update on where we are in the Strategic Planning process. The first draft has been received. The executive board has reviewed and made a few recommendations that will be passed on to VisionFirst. The Steering Committee has also received the first draft. Per the terms of our contract, this is our first of two rounds of edits. Entrepreneurship and Business Attraction, Retention, and Expansion will continue to be focus areas. Available product in Escambia County continues to be a challenge. President Byars shared that this will help laser focus our efforts.
 - b. ED Project Updates

1. **Business Development:** Danita Andrews provided an update on Project Arbor and the status of the ERDF grant. The company felt the Triumph grant did not fit their long-term vision. Therefore, the Triumph grant is currently on hold for this company. This project is due to close on their building at the end of September. Project Magnolia (Huntsville based) is looking at an HQ expansion here. This is also an ERDF grant project. We hope to have announcements for both shortly. Danita has 5 RFPs due between last week and the end of the month. Some of these projects are large, one at the Bluffs. She is still working on Project Sky/Paradigm. We are looking at October for an open house. We are submitting 3 projects for OLF8 including a warehouse distribution. Scott Luth shared that Project Spark has identified we are their preferred location for their expansion. We are working through the conceptual and moving toward realization. Scott Luth has been asked to sign an MOU for a research project in partnership with PSC for a company out of Detroit. This will be a \$20-\$25M expansion. The first application for this is a Governor's Growth Fund ask with support from Chancellor Mack. Scott Luth also shared we are working with a cyber/IT company that is interested in building a SCIF. He will be going through their data to explore package options. We are looking at \$2-3M to build a SKIF within existing space. There are several creative options they are exploring. Scott indicated that there has been good movement on Project Pistachio. There is a call tomorrow to start discussing synergies in collaboration with Ascend. After that, an MOU or Due Diligence process will begin. It continues to track well.
 2. **Workforce:** Scott Luth provided a general overview of unemployment data.
 3. **CO:LAB:** Patrick Rooney shared that the annual revenue run rate is almost there as of August 1st. We have four firms in the pipeline. One is a soft-landing option for 6 months. They are looking at an October 1st date. The others in the pipeline are relatively small. We have 57% occupancy, 18 companies with 47 employees. On September 6th at 4:30 pm, we will hold the last Start Up Social. The first Wednesday, September 7th, G Particles Inc will be presenting at One Million Cups.
 4. **Cybersecurity:** Craig Dalton shared that the research and development arm of the cybersecurity effort is really taking off. He and Scott have been working on this effort. IHMC has joined the effort. The effort is to set up a subcommittee to drive this effort more. Scott Luth shared that DQ, and Debi Graham have called a meeting tomorrow with Steve Opalenik on how we will support the military base. The hope is that this group will meet at least monthly to drive the military support as needed. There is a meeting next week to discuss big project strategies to support Corry Station. There will more than likely be a need for representation in Tallahassee. Scott will be working to secure at least 2 proposals for that representation.
 5. **Marketing:** Jeff Rogers reviewed his report included. He set the groundwork on how to read the provided information in the board packets. Don Palmer asked about the goals listed and the alignment with the Strategic Plan. Scott Luth shared that there is a marketing component to the Strategic Plan that we will role in as we apply those recommendations.
- c. **PEDC Board Updates:**
1. **Organizational Relationship Review:** This will be bumped to the September meeting.
 2. **Legislative/Funding Updates:** Scott Luth provided an update on efforts being made. Things are moving along very well, but we have some complicated scenarios to navigate. We will be meeting with FDOT soon to discuss options for smoothly moving forward.
- d. **Strategic Partner Updates (if in attendance):** Dave Murzin shared that the next First Place Partner meeting will be at the airport on September 6th at 2 pm. Marcus McBride echoed some of Scott's earlier statements and previously made Hurricane Sally fund close out efforts. KC Gartman stated that Brent Lane facility is continuing to proceed on target and on time. The wages paid thus far have been within the community. HCA will no longer be taking Baker Act patients at their facility.

Their intent is to start taking patients as of today. Mark Faulkner has had numerous conversations with various community partners on how to address this as Baptist will now be the only facility in the area to take Baker Act patients. HCA has agreed to put a 90 day stay while they figure this out. As of today, the children and adolescents will be received at Baptist. This is impacting the current plan for the patient intake area of their new facility. Baptist typically receives 14 per day. HCA typically receives 9. They are required to have eyes on them at all times.

6. Other Business: There was none.

7. Adjourn: President Rick Byars adjourned the meeting at 2:37 pm.

Next Meeting: September 27th, 2022

Respectfully Submitted By:

Ryan Tilley, Secretary-Treasurer
FloridaWest Economic Development Alliance



September 16, 2022

FloridaWest

3 W Garden Street, Suite 618

Pensacola, FL 32502

FloridaWest Members Present: Rick Byars, Ryan Tilley, David Bear (by phone)

Investors Present: None

Staff: Scott Luth, Melissa Stoker

Guests: None

1. **Call to Order:** President Rick Byars called the meeting to order at 8:10 am.
2. **Public Notice:** This meeting was publicly noticed on September 9, 2022.
3. **Public Comment:** No public comment was requested as there was no representation from the public.
4. **Discussion:** The committee discussed contracting with a lobbyist:
 - a. Lobbyist Firm Options – preferred recommendation identified
 - b. Funding: Discussed various funding options - Ultimately decided to cover this expense through membership drive effort.
 - c. Legal Review – Scott to work with legal counsel for final review of documentation to ensure appropriate language.
 - d. Board Review – Ensure this item goes before the board at the September 27th meeting.
5. **Next Steps:** Work with legal counsel to finalize formal contract. Present with Executive Board support to September 27th board meeting for approval.
6. **Adjourn:** The meeting was adjourned at 9:00 am.

Respectfully Submitted By:

Ryan Tilley, Secretary-Treasurer
FloridaWest Economic Development Alliance

FloridaWest (CEDA)
Profit & Loss Budget Performance
October 2021 through August 2022

	Oct '21 - Aug 22	Budget	\$ Over Budget	% of Budget
Income				
4200 · Investor Membership Dues	40,000.00	50,000.00	-10,000.00	80.0%
4000 · Membership Dues	190,000.00	280,000.00	-90,000.00	67.86%
4410 · Non-Dues Income	45,000.00	0.00	45,000.00	100.0%
4420 · Government Income	150,000.00	150,000.00	0.00	100.0%
4430 · PEDC	675,000.00	675,000.00	0.00	100.0%
4500 · CoLab - Rent	55,321.46	107,000.00	-51,678.54	51.7%
4513 · CD Interest Income	35.63	100.00	-64.37	35.63%
4512 · Miscellaneous Income	20.00	400.00	-380.00	5.0%
Total Income	1,155,377.09	1,262,500.00	-107,122.91	91.52%
Gross Profit	1,155,377.09	1,262,500.00	-107,122.91	91.52%
Expense				
6000 · Strategic Plan Expense	42,393.34	55,400.00	-13,006.66	76.52%
5005 · Bank & Credit Card Fees	304.76	500.00	-195.24	60.95%
5060 · Marketing, Adv & Promo/Investor	136,420.84	150,000.00	-13,579.16	90.95%
5066 · Database/Research	18,131.39	20,000.00	-1,868.61	90.66%
5100 · Audit Expense	26,750.00	27,000.00	-250.00	99.07%
5105 · Legal Fees	12,420.00	7,500.00	4,920.00	165.6%
5120 · Auto Travel	8,973.88	10,000.00	-1,026.12	89.74%
5140 · Business Travel	26,328.75	35,000.00	-8,671.25	75.23%
5190 · Depreciation Expense	0.00	10,000.00	-10,000.00	0.0%
5200 · Dues & Subscriptions	6,709.09	7,000.00	-290.91	95.84%
5310 · Insur-D&O/Liab/Umbrella/EPLI	6,463.61	7,000.00	-536.39	92.34%
5410 · Maint & Repair- Computers	21,377.73	20,000.00	1,377.73	106.89%
5440 · Meeting Expense	2,406.79	2,500.00	-93.21	96.27%
5500 · CoLab Expenses	136,347.95	105,000.00	31,347.95	129.86%
5559 · Workforce Marketing	4,709.40	10,000.00	-5,290.60	47.09%
5600 · Miscellaneous Expense	337.83	500.00	-162.17	67.57%
5610 · Postage	220.58	500.00	-279.42	44.12%
5680 · Cyber/High Growth Companies	14,622.60	15,000.00	-377.40	97.48%
57000 · Employee Wages & Benefits	691,057.48	770,000.00	-78,942.52	89.75%
5800 · Supplies	1,616.84	2,500.00	-883.16	64.67%
5915 · Telephone	3,215.08	5,000.00	-1,784.92	64.3%
5925 · Cell Phones	5,535.87	6,500.00	-964.13	85.17%
5954 · Copier Expense	581.71	1,500.00	-918.29	38.78%
5980 · Rent Expense	49,672.67	49,500.00	172.67	100.35%
Total Expense	1,216,598.19	1,317,900.00	-101,301.81	92.31%
Net Income	-61,221.10	-55,400.00	-5,821.10	110.51%
Move from Reserves		55,400.00		
Net Income	-61,221.10	1,262,500.00	-5,821.10	110.51%

FloridaWest (CEDA)
Balance Sheet
 As of August 31, 2022
Aug 31, 22

ASSETS

Current Assets

Checking/Savings

1000 · Checking- Private Hancock -363 109,548.26

1010 · Checking - Public Hancock- 355 146,611.03

1195 · Brokered Private CD's 300,000.00

Total Checking/Savings 556,159.29

Accounts Receivable

11000 · Accounts Receivable 0.00

Total Accounts Receivable 0.00

Other Current Assets

1300 · Prepaid Rent 18,750.00

Total Other Current Assets 18,750.00

Total Current Assets 574,909.29

Fixed Assets

1600 · Furniture and Fixtures 45,273.73

1650 · Computers 27,092.11

1700 · Accum Depreciation Computers -20,617.31

1701 · Accum Depreciation Furn & Fix -27,348.41

Total Fixed Assets 24,400.12

Other Assets

1800 · Security Deposit 1,000.00

Total Other Assets 1,000.00

TOTAL ASSETS 600,309.41

LIABILITIES & EQUITY

Liabilities

Current Liabilities

2300 · Other Payables

2350 · Christmas Club Payable 4,350.00

Total 2300 · Other Payables 4,350.00

Total Other Current Liabilities 4,350.00

Total Liabilities 4,350.00

Equity

3200 · Unrestricted Net Assets 657,180.51

Net Income -61,221.10

Total Equity 595,959.41

TOTAL LIABILITIES & EQUITY 600,309.41



Via Email

September 1, 2022

Scott Luth
Chief Executive Officer
Florida West Economic Development Alliance

Dear Mr. Luth:

This letter is intended to set forth our understanding as to the nature, scope and terms of professional consulting services FLORIDIAN PARTNERS, LLC., (hereinafter referred to as "the Firm"), has agreed to provide to Florida West Economic Development Alliance. ~~(hereinafter)~~ Hereinafter referred to as "Client"), the amount of fees for said services, and the ~~manner in which~~ way those fees and related expenses will be billed.

Firm warrants that it is capable and available to provide services described herein.

Client warrants that the signatory to this agreement is authorized to execute said agreement and commit to the payment of any and all fees due under the terms of this agreement.

1. SCOPE OF SERVICES. The Firm agrees to provide professional lobbying and advocacy services and represent Client's interests before the Florida Legislature and executive branch agencies, facilitate discussions with key decisionmakers within those offices; and assist Client in identifying ~~policy and budgetary business~~ opportunities within Florida government.

2. TERM. The Initial Term of this relationship shall commence on October 1, 2022 – September 30, ~~2023~~2023, and may be extended upon the mutual consent of the parties. [This Agreement may be terminated for convenience at any time by either party upon thirty days written notice.](#)

3. FEES. The Firm will provide the above-referenced professional lobbying and advocacy services for a fee of \$60,000 payable in twelve (12) monthly installments of \$5000 each.

4. EXPENSES. Any pre-approved reasonable expenses including, but not limited to lobbyist registration fees, overnight lodging and airfare, meals, conference registration fees, and extraordinary postage or freight will be separately invoiced with receipts provided to Client.

5. CONFIDENTIALITY. The Firm will treat any and all information, communications, or materials of Client as confidential and will not disclose or divulge same unless otherwise directed or authorized by Client or ordered to do so by a court of competent jurisdiction. The Firm understands and agrees that in the event of a breach of this Section 5, damages may not be an adequate remedy and Client is entitled, inter alia, to seek injunctive relief to restrain any such breach, threatened or actual, and all costs and fees incurred by Client in the enforcement of this Section 5. ~~Client~~ Client acknowledges that Florida law requires registered lobbyists to report lobbying compensation on a periodic basis and that the Firm will comply with such required disclosure. [The parties acknowledge that FloridaWest is subject to Florida's Public Records Law, Chapter 119 of the Florida Statutes \(the "Act"\) which requires it to provide access to its records, subject to certain](#)

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Tallahassee
108 S. Monroe Street
Tallahassee, FL 32301
Phone (850) 681-0024

Miami
235 Catalonia Avenue
Coral Gables, FL 33134
Phone (305) 461-4260

WWW.FLAPARTNERS.COM

limitations. The Firm agrees to allow public access to applicable records, documents, papers, letters or other material subject to the provisions of the Act and made or received in conjunction with this Agreement.

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6. REPORTING. The Firm will be available to meet or discuss the status of any activities undertaken on behalf of Client. At mutually convenient times, the Firm will schedule periodic meetings or conference calls with Client to review the progress of any given task or project.

7. INDEPENDENT CONTRACTOR. The Firm and its employees, subcontractors and agents are independent contractors in the rendition of the services under this agreement and shall not hold itself out nor permit its employees or agents to hold themselves out, nor claim to be, officers or employees of Client, nor to incur any debts, obligations, or liabilities of any kind on behalf of Client.

8. ETHICAL & LEGAL CONSIDERATIONS. The Firm agrees and warrants that it will comply with all applicable local, state, and federal laws, rules, and regulations in its representation of Client under this agreement. The Firm agrees and warrants it will not undertake any representation that may conflict with the representation in this Agreement.

9. MISCELLANEOUS PROVISIONS—~~This agreement sets forth the entire understanding of the parties and neither party hereto is relying upon any oral representations made by the other except as set forth in this agreement. This agreement shall be governed by the laws of the State of Florida and venue for any dispute relating thereto shall lie in Leon County, Florida. In the event that it becomes necessary for either party to institute legal proceedings to enforce the terms of this agreement, the prevailing party shall be entitled to all costs, including reasonable attorney's fees, from the non-prevailing party.~~

If you have any questions or concerns regarding this agreement, please do not hesitate to call. Should you find these terms agreeable, please sign this letter below and return the original to me.

We look forward to working with you and your team.

Sincerely,

Jorge Chamizo, Partner
FLORIDIAN PARTNERS, LLC

Michael Cantens, Principal
FLAGLER STRATEGIES, LLC

AGREED TO & ACCEPTED BY:

Name

Title

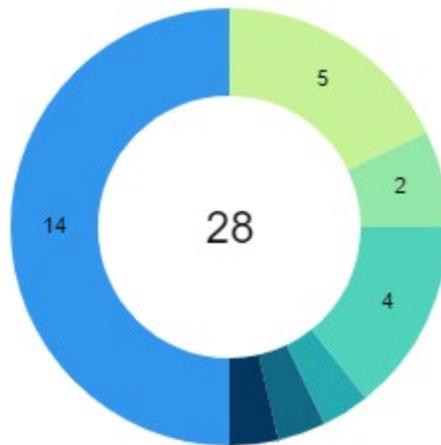
Date

BUSINESS DEVELOPMENT

Year to Date September 7, 2022

Active Projects	28
Active Project Site Visits	18
Existing Industry Visits	162
Response Proposals	24

PROJECTS 2,217 JOBS / **13** NEW RELOCATIONS
CAPEX \$86,845,000 / **15** LOCAL EXPANSIONS



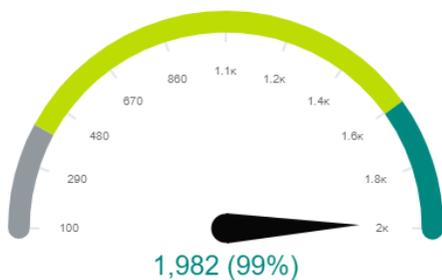
- Primary Target Industry
- Business Services
- Cyber Security
- Distribution/Logistics
- Financial Services
- Headquarters
- Information Technol...
- Manufacturing

4TH QUARTER EXISTING INDUSTRY VISITS 162

OCTOBER	20	APRIL	23
NOVEMBER	12	MAY	18
DECEMBER	3	JUNE	21
JANUARY	23	JULY	16
FEBRUARY	16	AUGUST	4
MARCH	8		

Date	Company	#Employees	Sector
08/01/22	Pegasus Laboratories	147	Manufacturing
08/02/22	Comfort Systems USA	100	Manufacturing
08/10/22	Offshore Inland Marine	75	Marine MRO
08/19/22	Pegasus Labs/UWF- Internships	147	Manufacturing

ANNOUNCEMENTS



22 PROJECTS / **7** NEW RELOCATIONS
15 LOCAL EXPANSIONS

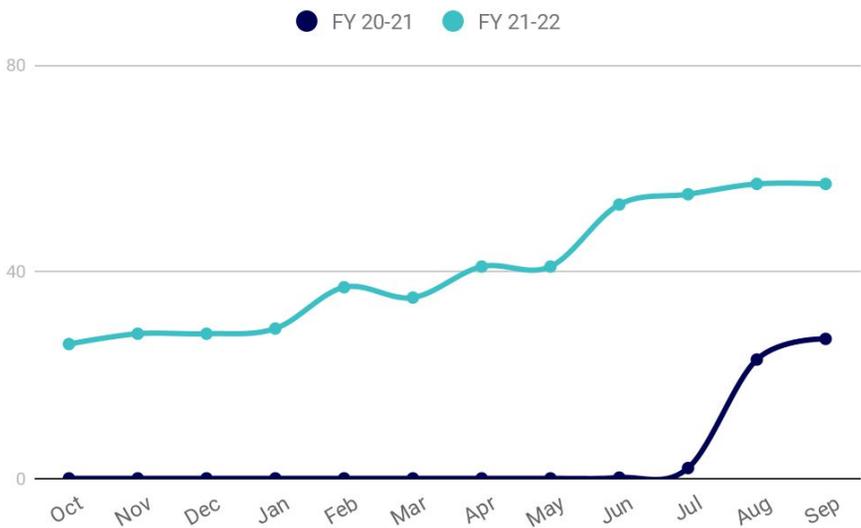
New Jobs	Retained Jobs	Average Wage	Annual Payroll	Capital Investment
1982	271	\$53,142	\$119,622,740	\$319,326,385
New Jobs	Retained Jobs	Average Wage	Annual Payroll	Capital Investment
7340	879	\$52,248	\$429,324,627	\$796,784,585

JOBS GOAL = 2000 (by 2023)
 2015 -2021 = 37 PROJECTS ANNOUNCED

FloridaWest - Business Expansion and Relocation Announcements

Company	Sector	New Jobs	Retained Jobs	Average Wage	Annual Payroll	Capital Investment
Economic Development Announcements (2014-2018)	17 Projects	5358	608	\$53,948	\$321,854,514	\$477,458,200
Lost Key Media	Business Services	3		\$42,000	\$126,000	NA
May, 2019						
American Tire Distributors	Distribution	30	20	\$32,000	\$1,600,000	\$4,000,000
June, 2019						
ST Engineering Aerospace	Aviation	1325		\$45,394	\$60,147,050	\$245,000,000
July, 2019						
Social Icon	Business Services	3		\$36,000	\$108,000	NA
August, 2019						
Qualia Is	Business Services	2		\$50,000	\$100,000	NA
March, 2020						
EBI Management Group, Inc.	Business Services	14		\$65,000	\$910,000	\$350,000
March, 2020						
Girl Catch Fire	Business Services	1		\$50,000	\$50,000	NA
April, 2020						
CoFlyt	IT	5		\$45,000	\$225,000	NA
May, 2020						
Right on Target Marketing	Business Services	2		\$40,000	\$80,000	NA
May, 2020						
Speaker Training	Business Services	1		\$50,000	\$50,000	NA
May, 2020						
Alius Marketing	Business Services	1		\$55,000	\$55,000	NA
May, 2020						
Blue Wind Technologies	Manufacturing	120		\$41,937	\$5,032,440	\$2,500,000
May, 2020						
Ascend Performance Materials	Manufacturing	10	30	\$67,000	\$2,680,000	\$20,000,000
June, 2020						
Cordele Intermodal	Business Services	5	20	\$42,000	\$1,050,000	\$3,500,000
June, 2020						
Streamline Boats	Manufacturing	100		\$45,500	\$4,550,000	\$2,000,000
September, 2020						
CIRCULOGENE	BioMedical	60		\$100,000	\$7,000,000	\$3,325,000
March, 2021						
Project FUSION	Manufacturing	35		\$38,000	\$1,467,795	\$7,000,000
December, 2021						
CIRCULOGENE	BioMedical	10		\$100,000	\$7,000,000	
December, 2021						
Project SKY	Manufacturing	28	21	\$46,500	\$2,278,500	\$2,653,345
March, 2022						
Pegasus Laboratories	Manufacturing	63	100	\$61,204	\$9,976,252	\$17,665,000
March, 2022						
ActiGraph, LLC	Headquarters	43	80	\$65,000	\$7,995,000	\$7,833,040
March, 2022						
Project ARBOR (Imminent)	Headquarters	74		\$55,332	\$4,094,568	\$3,500,000
April, 2022						
CO:LAB Pensacola (10 Companies)	Business Services	47		\$49,400	\$2,321,800	N/A
April, 2022						
5-year Goals To Date	22 Projects	1982	271	\$53,142	\$119,729,024	\$319,326,385
FY 2014-2021 Totals	38 Projects	7340	879	\$52,248	\$429,429,124	\$796,784,585

Occupancy (Goal: 80%)

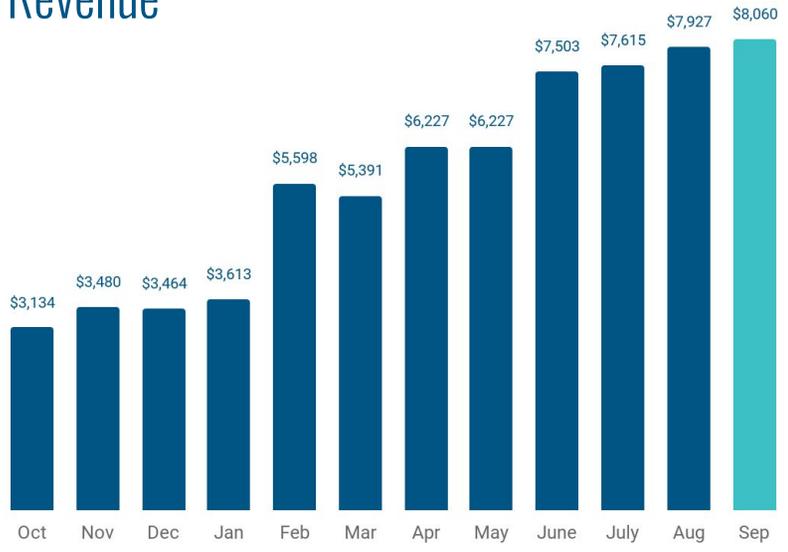


5,744 SQ. FT.
OF 10,206 TOTAL

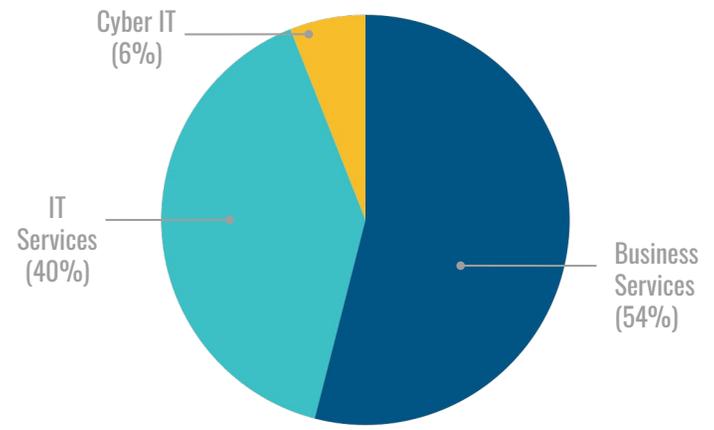
18
COMPANIES

47 EMPLOYEES

Revenue



Employees by Industry



Companies

Vivid Bridge Studios
Snap Soccer

Year 4

128 Creative Collective
Prospect Junkie
ARGO Cyber Systems
Capacity Path
Envision CMS
National Energy USA

Year 2

Heart Crossed Films
Brewwww
Taste of Pensacola
MediaTech Direct
Rx: Stay
Spire Marketing
Morbi
All Mine Lah
Lifestyle Medicine Wellness & Recovery
NWFL Defense Partnership*

Year 1

*Affiliate

Alumni

Data Revolution, *Graduated Sep '20*
Guided Particle Systems, Inc., *Moved out Sep '20*
Warfighter Fitness, *Moved out Sep '20*
N Star Investments, *Moved out Sep '20*
Tag Tech, *Moved out Sep '20*
Angler Up, *Moved out Sep '20*
Association Resource Solutions, *Moved out Sep '20*
Coast Software, *Moved out Jul '20*
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*

Community

EVENTS National Energy USA founder Dave Robau is working with the Gulf Coast Energy Network to host the Power Up Energy Expo in October. This is the largest business event for energy and sustainability professionals along the Gulf Coast, and will consist of presentations from state, city, county officials, federal and military contracting officials, architectural, engineering, and construction firms, energy services companies and many more.

Oct 19-20 • gulfcoastenergynetwork.org/powerup

ALUMNI NEWS Guided Particle Systems launched NAVI, the first in a series of Freeform Microfabrication products, at the 2022 High Impact Technology Exchange Conference in Utah. NAVI will help prepare the workforce for reshoring of microelectronics, advanced packaging, and electronic assembly through hands-on activities that use robotics combined with established fabrication techniques and materials – without the expense of a cleanroom or semiconductor fab.

Lost Key Media, *Graduated May '19*
Hatchmark Studio, *Graduated Aug '18*
Your Techno Geeks, *Moved out May '18*
Intelligent Retinal Imaging Systems, *Grad. Apr '18*
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*

Marketing & Communications Update - September

Website Metrics – Google Analytics

Sept. 15, 2021 – Sept. 15, 2022 vs Sept 15, 2020 – Sept. 15, 2021

The last 12 months v the same time period in the previous 12 months

FloridaWest.com

- users ↑ 18% - ↑2,794
- page views ↑ 8.72% - ↑2,566
- sessions ↑ 17.31% - ↑3,160
- top cities: Ashburn, Chicago, Atlanta

CyberCoastFlorida.com (Ad campaign running during previous period)

- users ↓ 33.65% - ↓ 1,504
- page views ↓ 42.51% - ↓ 3,421
- sessions ↓ 38.82% - ↓ 2,056
- top cities: Ashburn, Chicago, Washington D.C.

CO-LAB.com

- users ↑ 69.3% ↑4,700k
- page views ↑ 48% ↑ 8,700
- top cities: Ashburn, New Orleans, San Antonio

Social Media Metrics

FloridaWest

- Facebook - 30-day snapshot
 - Page visits: 46 ↓ 40% over previous period
 - Page reach: 470 ↑ 16% over previous period
 - Page new likes (followers) 2 ↓ 60% over previous period
- Instagram - 30-day snapshot
 - Profile visits: 30 ↓ 6% over previous period
 - Reach: 751 ↑ 159% over previous period
 - New followers: 6 ↓ 25% over previous period
- Twitter - 30-day snapshot
 - Tweet impressions: 2,500 ↑ 14% over previous period
 - Profile visits: 93 ↓ 79% over previous period
 - Followers: 787 ↑ by 9% followers over previous period

- LinkedIn - 30-day snapshot
 - Reactions: 397 ↑ by 44% over previous period
 - New followers: 55 ↑ by 8% over previous period
 - Page views: 110 ↓ by 25% over previous period

CyberCoast

- Instagram - 90-day snapshot
 - Accounts reached 194 ↓ 17% over previous period
 - Accounts engaged: 40 ↑ 150% over previous period
 - Total followers: 259 ↑ 3% over previous period
- Twitter - 30-day snapshot
 - Tweet impressions: 322 ↑ 785% over previous period - I double checked this July 41 vs Aug 322
 - Profile visits: 14 ↓ 93% over previous period
 - Followers: 34 No Change over previous period
- LinkedIn - 30-day snapshot
 - Reactions: 6 ↑ 200% over previous period
 - Total followers: 97 ↑ 7% over previous period
 - Page views: 21 ↑ 250% over previous period

CO:LAB

- Facebook - 30-day snapshot
 - Page visits: 37 ↓ 30% over previous period
 - Page reach: 687 ↓ 9% over previous period
 - Page new likes: 4 ↑ .5% over previous period
- Instagram - 30-day snapshot
 - Profile visits: 25 ↑ 47% over previous period
 - Reach: 227 ↑ 1400% over previous period -? yep
 - New followers: 14 ↑ 2% over previous period
- Twitter - 30-day snapshot
 - Tweet impressions: 39 ↓ 81.9% over previous period
 - Profile visits: 275 ↓ 36.5% over previous period
 - Followers: 168 FLAT over previous period
- LinkedIn - 30-day snapshot
 - Reactions: 5 ↑ 68% over previous period
 - Total followers: 331 ↑ 1866% (59 followers) over previous period
 - Page views: 70 ↑ 21% over previous period

Advertising

ADX Digital Marketing August 2022 Report

CO:LAB & CyberCoast Social Mirroring Campaign

Impressions: 201,200

Clicks: 647

Click-thru rate: .32% (national avg .05%)

Highest performing device: Smartphone

Events

Paradigm Parachute & Defense Promotion and Press Event Date tentatively set for Nov. 3 at 9 a.m.

Tactics

- Press release
- media follow-up calls
- social media
- coverage of event

CO:LAB - New Tenants - press release/article in progress