

# On The Move

People and businesses going places in the Pensacola area

## City of Pensacola

The City of Pensacola has selected **Trudi Nichols** as the director of innovation and technology, a new position charged with developing and implementing a strategic vision in all areas of technology for the city.



**Nichols**

Nichols joined the city of Pensacola five years ago as the city's webmaster, before being promoted to her current role of technology resources assistant manager. Prior to joining the city, she held management positions in information technology at the State of Washington and the Washington Schools Risk Management Pool, also serving as a Share-Point/web developer for Argo Group in San Antonio, Texas.

Nichols attended Western Governors University, where she earned a Master of Business Administration in leadership and strategy, a Bachelor of Science in marketing management and a Bachelor of Science in IT management. She is also a Microsoft Certified Professional and Microsoft Certified Systems Engineer.

As the city's director of innovation and technology, Nichols will oversee the Technology Resources Department. In addition to developing and implementing a strategic vision in all areas of technology for the city, she will be tasked with facilitating the integration of digital tools and best practices into usable tools for the employees and citizens.

Nichols said she is looking forward to implementing changes to improve both internal and external processes at the city, including more automation and the conversion of paper forms to online forms.

## Emergency Support Function 18

The Escambia County Emergency Operations Center has established a business, industry and economic stabilization COVID-19 reset working group.

According to Escambia County's Comprehensive Emergency Plan, Emergency Support Function 18 is to provide guidance and coordinate issues with the county's business community in all phases of emergency management including expediting response and recovery. The Greater Pensacola Chamber is appointed as the lead agency.

The Economic Reset Working Group will provide the business community with current and relevant information and resources to assist them in their recovery efforts.

They will establish a one-stop online information and resource center for business and employees.

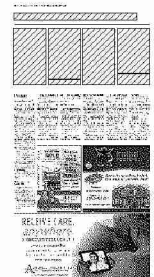
## Santa Rosa County

Santa Rosa County, in partnership with the Florida Small Business Development Center at the University of West Florida, created the Santa Rosa County Small Business COVID-19 Recovery Grant Program and opened the first cycle on April 6 for one week. A second application cycle will open now and will remain open until the funds are depleted.

Santa Rosa County has funded the grant with a contribution of \$100,000 with an additional \$60,000 contribution from the City of Milton and \$60,000 from the City of Gulf Breeze. All three grants will be open until funds have been depleted from each contributor.

The Florida SBDC at UWF will continue to assist eligible for-profit businesses with applying for the grant and will distribute the appropriate funds to businesses who have been awarded. A third-party review board has been created to review applications and will continue to determine eligibility and approve the award of grant funding to each applicant on a case-by-case basis.

The COVID-19 grant is intended to assist for-profit businesses located in Santa Rosa County and address their immediate cash flow needs as a result of demonstrated economic injury due to



COVID-19. Applications will be available for download at [www.santarosaready.com](http://www.santarosaready.com).

For assistance with completing the application, call 850-586-7802 or email [ahaider@uwf.edu](mailto:ahaider@uwf.edu).