



ECONOMIC
DEVELOPMENT
COMMISSION
FLORIDA'S SPACE COAST

FISCAL YEAR 2017-2018
EDC OF FLORIDA'S SPACE COAST
ANNUAL REPORT

A YEAR OF CELEBRATION

Economic development, like a planted seed, takes time and fostering to cultivate. The impact of economic development grows over time, and while each project timeline varies, the industry average for full community impact is 3-5 years. **Since 2010, the EDC has announced over 50 projects, over 16,000 new and retained jobs, and a \$1.61 billion capital investment.** During Fiscal Year 17/18, many of these projects celebrated significant milestones. From groundbreakings and ribbon cuttings, to new investment and increased hiring. Fiscal year 17/18 was a year of celebration, which was certainly worth the wait.

We're not the only ones celebrating. Brevard County's economic turnaround continues to catch attention in media outlets such as *Florida Trend*, *The Orlando Sentinel*, *MSNBC*, *Orlando Business Journal*, *SpaceCoast Business Magazine* and *FLORIDA TODAY*, to name a few.

The EDC's business retention programs are growing and provide valuable resources and opportunities for our existing industry. Businesses throughout Brevard County have been positively impacted from EDC's programs including: G.O. Contracts, Technology Docking, Manufacturing Training, and Talent Attraction. Individually, each program brings a reason for celebration, such as 200 students completing the Certified Production Technician course, or over \$50 million in new government contracts awarded to more than 20 small businesses.

Although our work is not done, Fiscal Year 17/18 certainly was a year to remember. Thank you for celebrating alongside us, and for your continuous support for Brevard County.

Sincerely,



Phil Hayes
Chair of the Board



Lynda Weatherman
President & CEO

EDC OFFICERS



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Chair of the Board



Dana Kilborne
Chair Elect



Joe Mayer
Secretary



Julie Song
Treasurer



Winston Scott
Immediate Past Chair



Lynda Weatherman
President & CEO

BY THE NUMBERS FY 2017-2018

A YEAR OF CELEBRATION

90

RANKINGS HIGHER
ON MILKEN INSTITUTE'S
'BEST PERFORMING
LARGE CITIES'



200%

BREVARD'S CHANGE IN
MANUFACTURING GDP
SINCE 2001*



#1

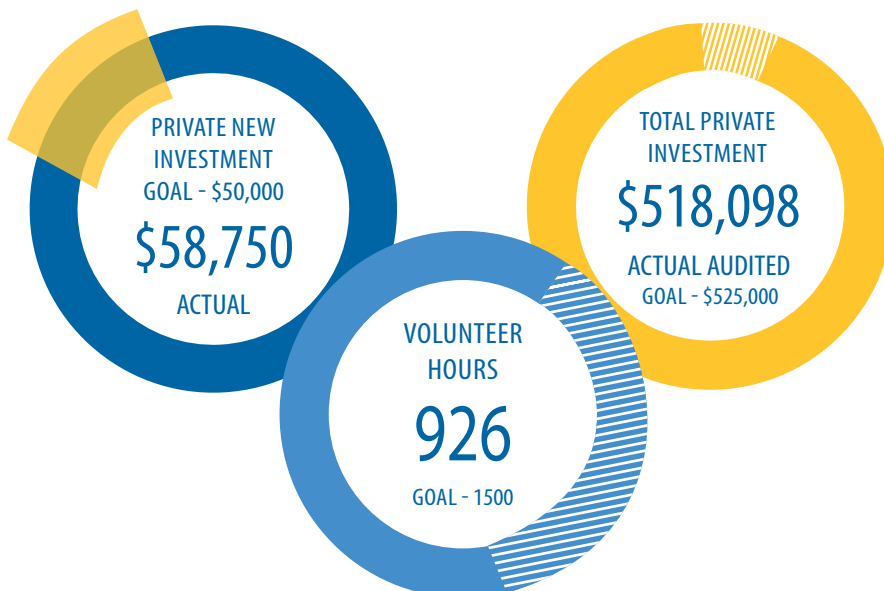
MOST DIVERSIFIED
ECONOMY
IN FLORIDA**



* Florida Department of Economic Opportunity; Bureau of Labor Market Statistics

** Florida Gulf Coast University's Regional Economic Research Institute

INVESTOR ACTIVITY



MARKETING EARNED MEDIA

\$ 753,051
EARNED MEDIA



RETENTION PROGRAM

G.O. CONTRACTS:

91

CONTRACTS WON

= \$50M



WEBSITE METRICS



29,042

WEBSITE
VISITS

BUSINESS GROWTH AND DEVELOPMENT

Continuing to fuel investment in Brevard County's economic base through targeted recruitment, retention, and workforce programs.

RESULTS & HIGHLIGHTS

During the fiscal year, projects that celebrated grand openings and/or hiring events included; Alstom, Blue Origin, Comprehensive Health Services, Embraer Aero Seating, Enhanced Resource Centers, Extant Aerospace, Northrop Grumman, Thales, and the Walmart Distribution Center.



On May 3, the EDC held its **5th Annual Made in Brevard Expo**, which was the 2nd consecutive year the Expo was open to the public. Over 400 attendees experienced local manufacturing from over 40 Space Coast companies. From the latest training machinery, to a robot prototype – the Expo had it all on hand for the Space Coast to experience.



G.O. Contracts connects businesses to an enhanced government contracting database focused on customized content and opportunities. Since its inception in 2013, companies participating in the program have been awarded 91 contracts totaling more than \$50 million in value.



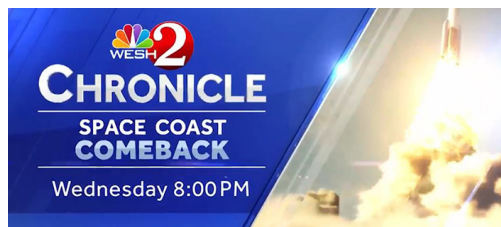
MARKETING AND EARNED MEDIA

The EDC published new data resources and promoted community advantages to local, regional and national media, earning highly visible placement in respected industry outlets.

RESULTS & HIGHLIGHTS

\$ 753,051 EARNED MEDIA

The Space Coast's turnaround was featured on WESH 2 News Chronicle on December 13, 2017. Titled "Space Coast Comeback", the one-hour special highlighted Brevard's turnaround following the end of the shuttle era. WESH 2 highlighted how Brevard County leaders, including the EDC's President and CEO Lynda Weatherman, Frank DiBello President and CEO of Space Florida, and Marci Murphy President of CareerSource Brevard, lead the impressive economic comeback of Brevard County.

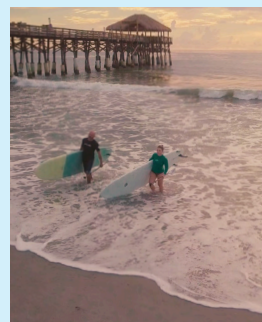


The EDC continues to attract top talent to the Space Coast through its talent attraction campaign, **Live Big Space Coast**. This fiscal year, two videos were released to raise awareness

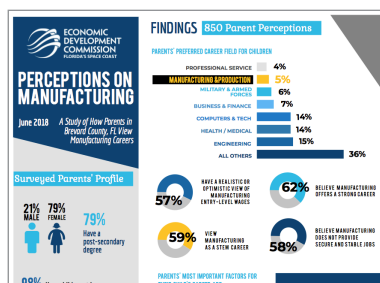


of Brevard County, Florida as the location of choice to build a career. Titled "A Day in the Life on Florida's Space Coast", the videos show the exciting and diverse options to live, work, and play in Brevard County, and have

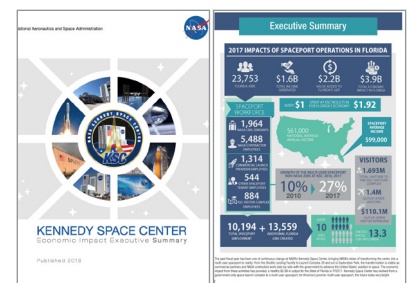
reached tens of thousands through the EDC's Facebook page and at LiveBigSpaceCoast.com to see more.



The EDC revamped its publication, **Florida's Space Coast: America's High-Tech Titan**. This modern brochure was distributed throughout the nation to present Brevard County as the top location to do business.



The EDC commissioned a survey to gauge local **parents' perception of manufacturing**, to help the EDC address the need for skilled workers in Brevard County.



The EDC's Research office produced a **study for NASA**, estimating its KSC based operations total economic impact in Brevard County, Central Florida, and Florida.

COMPETITIVE BUSINESS ENVIRONMENT

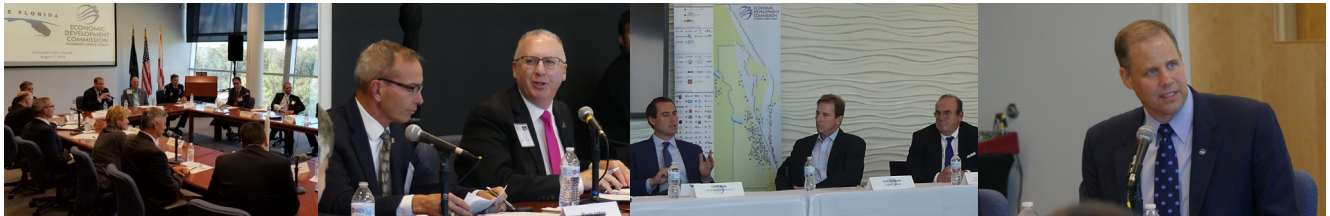
The EDC continues to support the economic competitiveness of Brevard County.

RESULTS & HIGHLIGHTS

The EDC continuously works to identify opportunities to engage legislative representatives to further strengthen advocacy and programs designed to protect and enhance our economy on both business and military levels. The **15th Annual Community Leader's Trip** commenced with a visit to Washington D.C. where business and political leaders reinforced the key roles our military and aerospace sectors hold on the Space Coast through meetings with elected officials.



On December 5, 2017 the EDC hosted the **Americas Competitiveness Exchange (ACE)**. A delegation of over 50 representatives from around the world came to Brevard County during its ACE 8 Tour, further promoting the Space Coast as an internationally-known hub for innovation and entrepreneurship.

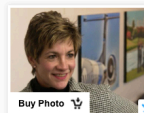


The EDC hosted a series of **roundtable forums**, an initiative arranged every election year with major political candidates, in order to communicate the importance of the aerospace industry to our local economy. In addition to major candidates, the EDC also hosted a roundtable with NASA Administrator Jim Bridenstine, to discuss the significant role Brevard County and Kennedy Space Center hold in future aerospace programs.

This fiscal year, the EDC was awarded with a **\$500,000 Defense Infrastructure Grant** from the Florida Department of Economic Opportunity. The award will support the Brevard County Emergency Operations Center (EOC) Civil Site Preparation project in support of Patrick Air Force Base.

State provides \$500,000 grant to EDC to help with military safety issues

Wayne T. Price, Florida Today Published 2:30 p.m. ET June 6, 2018



Buy Photo
(Photo: TIM SHORTT/FLORIDA TODAY FILE PHOTO)

CONNECT TWEET LINKEDIN COMMENT EMAIL MORE

The Economic Development Commission of Florida's Space Coast has been awarded with a \$500,000 from the state's Department of Economic Opportunity.

The Defense Infrastructure Grant will support the Brevard County Emergency Operations Center Civil Site Preparation project supporting Patrick Air

Force Base.



MANUFACTURERS ASSOCIATION OF FLORIDA'S SPACE COAST (MASC)



MASC continues to serve as the succinct voice for Brevard County's robust and diverse manufacturing base through action-oriented efforts to advocate, promote, educate, and connect. Its action-oriented efforts promote regional manufacturing companies, products and careers, advocate for critical issues impacting the manufacturing sector, connect manufacturers to resources and opportunities, and educate manufacturers, their incumbent workers and the talent of the future.

ATTRACTING THE NEXT GENERATION OF THE MANUFACTURING WORKFORCE

See Manufacturing Through New Eyes – the multi-media outreach campaign continued throughout the fiscal year, telling the stories of those positively impacted by a career in manufacturing. The campaign overcomes negative perceptions about the industry, effectively meeting objections with facts and examples from authentic stories, from real people working in manufacturing in Brevard. The campaign includes a targeted website ManufacturingInBrevard.org which features an array of resources for the manufacturing industry in Brevard County.



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