

# ANNUAL REPORT

FISCAL YEAR 2018/2019

**Economic Development Commission  
of Florida's Space Coast**

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**ECONOMIC  
DEVELOPMENT  
COMMISSION**  
FLORIDA'S SPACE COAST



# 2020 VISION

Fiscal year 2018/2019 continued to demonstrate the wide-ranging benefits of strategic economic development in Brevard County. The positive impact is the culmination of work we started more than a decade ago, when the EDC and our community partners formulated the vision of what the Space Coast could be if we worked together to face challenges and create opportunities.

**This vision continues to strengthen** as the EDC moves forward into the new decade and as we work with community partners to secure our economic future. The Space Coast is now ranked as the second-most-industry-diversified economy in Florida. This reflects the EDC’s business attraction efforts to diversify our industry base, providing additional avenues of employment and long-term durability for Brevard’s economy.

Alongside job growth, the EDC continues to expand its focus on development initiatives to foster the conditions and coalitions needed to realize the full potential of our community, for the benefit of both its residents and businesses.

**This vision aims higher.** FY 2018/2019 ushered in the beginning of a new era of economic

development for the Space Coast. As Brevard County moved into this next stage, it was time to further define strategic priorities to capitalize on positive changes. In June, the EDC introduced its updated strategic vision, defining the core values of the organization and the focus areas that will drive its program of work; business development, business environment, innovation, workforce, and community of choice.

**Our vision brings us together to succeed.** As always, support was felt throughout the year, as many of us worked together to create a solid path forward for the betterment of our community. We have had quite the year and I look forward to even more success as we move into 2020, and beyond.

**The Palm Bay, Melbourne, Titusville MSA ranked #2 in the state for most diversified economy.**  
*Florida Gulf Coast University's Regional Economic Research Institute*

Dana Kilborne  
*Chair of the Board*

Lynda Weatherman  
*President & CEO*

## MISSION

Secure Brevard County’s economic future

## METHOD

Community support, advocacy, collaboration, communication and education

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*President & CEO*



# SPACE COAST BY THE NUMBERS

FY 2018/2019



**#1 Most concentrated high-tech economy in Florida, and #10 in the U.S.**

*Milken Institute 2019*







COMPANIES IN THE COSMOS

## The comeback coast

The birthplace of America's Space Age fell into decay once the shuttle retired. Now it's bouncing back, fueled by private industry.

By **Christian Davenport** Photos by **Jonathan Newton**  
Video by **Whitney Shefte** and **Whitney Leaming** May 16, 2019

CAPE CANAVERAL, Fla. — The crowds were packed along that same stretch of beach, cameras ready. Their eyes trained on the site that sent men to the moon 50 years ago but had now been reborn as the perch for another powerful rocket ready to fly.

The scene here last month was at once familiar and nostalgic, the past revived. But it was also altogether different. The rocket on the pad, the Falcon Heavy, was developed not by NASA but by a private company, SpaceX.

Many in the crowd weren't born when Walter Cronkite narrated the lunar landing for millions and this stretch of coastline held a sacrosanct spot in the national consciousness. Instead, in the years since the Apollo era, the Cape had become a symbol of the abandoned dreams and diminished ambitions that ultimately led to the retirement of the space shuttle eight years ago and the end of human spaceflight from U.S. soil.

## TELLING THE SPACE COAST STORY

Brevard County's economic turnaround continues to garnish national attention. This fiscal year, Fox News and The Washington Post highlighted Brevard County and the impact of the successful projects managed by the EDC. Other media outlets such as Florida Trend, The Orlando Sentinel, Orlando Business Journal, SpaceCoast Business Magazine and FLORIDA TODAY also continue to report on the economic success of Brevard County.

In addition, the March 2019 issue of Delta Sky magazine highlighted the Space Coast community, speaking to our tourism, business growth, economic vitality, lifestyle, entertainment, and culture. The magazine, which reaches an audience of more than 6.3 million readers each month, was seen across the globe on

Delta Airlines' 15,000 daily flights. Our marketing efforts enabled the EDC to generate more than \$545,000 in earned media between October 1, 2018 and June 30, 2019.

In addition, Brevard County's recognition through EDC social media channels has been seeing a dramatic upswing in reach and presence. Through June 30, 2019 our Facebook page had a total reach of 510,900 individuals, while our Twitter page reached an additional 1,878,115 viewers. These numbers include out of area reach, resulting in greater visibility for the Space Coast message. In addition, a new Instagram page currently has 282 followers and continues to grow.



### Economic revival on Florida Space Coast fuels new space race

CAPE CANAVERAL, Fla. — In 2004, when then-President George W. Bush announced that NASA would end space exploration at the end of the decade, the region that for 50 years was a major hub for travel to outer space became anxious about its future.



# BUSINESS ENVIRONMENT

BUSINESS ENVIRONMENT: CULTIVATE A BUSINESS-FRIENDLY ENVIRONMENT AND ADVOCATE FOR PRO-BUSINESS POLICIES AND PROGRAMS.

For nearly 20 years the EDC has advocated for the local military, working to help ensure their success and expansion here on the Space Coast. This fiscal year, the EDC launched its newest campaign “**Space Coast Salutes**” – a military appreciation effort which encourages the community to show support of our local military, their families and veterans.



During the fiscal year, the EDC provided in-depth guidance for the **Opportunity Zones Program**, which was established through a provision in the 2017 tax bill called Tax Cuts and Jobs Act (H.R. 1) (TCJA). The Opportunity Zones program is national in scope and is designed to encourage new capital investment and job creation in low income census tracts. The Space Coast has nine opportunity zones designed to create capital investment and job creation. The EDC provides expert direction to communities and individuals in navigating this highly complex program.



Throughout the year, the EDC collaborated with Space Florida advocating for the permanent basing of **U.S. Space Command** in Brevard County. The EDC lead an effort with its Space Coast Defense Alliance and the four local Chambers of Commerce communicating local support to Senators Marco Rubio and Rick Scott, and Representative Bill Posey.

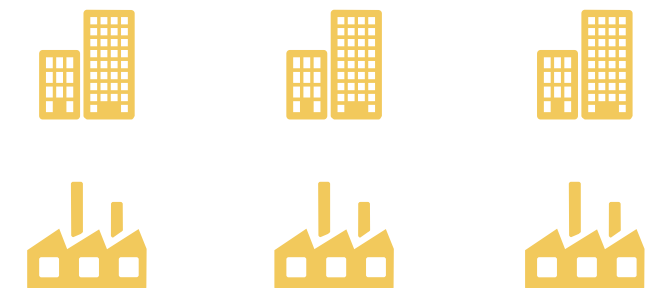
*Pictured above: Top, Brevard County Commission Resolution for “Space Coast Salutes”. Bottom, The EDC’s 16<sup>th</sup> Annual Community Leaders Trip to Washington D.C.*

## GO CONTRACTS GOVERNMENT OPPORTUNITIES ONLINE A SERVICE OF EDC OF FLORIDA’S SPACE COAST

CONTRACTS WON **102**  
WITH A VALUE OF OVER **\$67M**

G.O. Contracts offers Brevard businesses simplified and speedy access to government contracting opportunities by providing data and historic business intelligence to succeed in the government contracting marketplace. This user-friendly, searchable database format makes identifying and responding to opportunities time efficient — and more effective.

### \$15 MILLION CONTRACT WIN FOR Southeast Aerospace of Melbourne



### \$867,000 TOTAL FUNDS AWARDED TO EDC TO

support the Brevard County Emergency Operations Center (EOC) Civil Site Preparation project.



# BUSINESS DEVELOPMENT

BUSINESS DEVELOPMENT: CREATE POSITIVE ECONOMIC IMPACT BY ATTRACTING AND RETAINING INVESTMENT WITHIN TARGETED INDUSTRIES.

**T**his fiscal year the EDC celebrated a flag raising ceremony at **Lockheed Martin's Fleet Ballistic Missile Program's new headquarters** in Titusville, Florida. This relocation, which was first announced by the EDC in 2017, has already led to a commitment to invest nearly \$40 million into the Titusville campus, and the transition of 350 jobs from Sunnyvale, California.

On July 22, **OneWeb Satellites** officially opened the world's first high-volume, high-speed advanced satellite production facility in Exploration Park, another EDC announcement from 2016.

The completed merger of **L3 Technologies and Harris Corporation to L3Harris**, the largest aerospace and defense company based in Florida, and Florida's eighth-largest company overall, stems from the EDC's work to retain the headquarters of Harris in Brevard back in 2015 after the company's acquisition of Exelis.

This summer, the EDC announced that **Boeing Space and Launch** would be relocating its headquarters to Titusville, where the company's made-in-Brevard CST-100 Starliner commercial spacecraft is preparing for two flight tests ahead of operational missions to the International Space Station beginning in 2020. The Starliner project is another EDC announcement from earlier this decade.

In August, the EDC announced that **BK Technologies, Inc. will expand operations** at its headquarters in West Melbourne, Florida. The company, who has maintained operations on Florida's Space Coast for over 45 years, plans to create 35 new positions in the next two years, with an average annual wage of \$73,500.



*Pictured above: From left, L3Harris unveils its new logo after a successful merger. EDC President & CEO Lynda Weatherman speaks at OneWeb Satellites' grand opening.*

*Pictured: Lockheed Martin raises the flag at its new Fleet Ballistic Missile headquarters in Titusville.*



Between 2015 and 2018, 23.3% of jobs created in Brevard County were in manufacturing, while Florida's manufacturing job creation and the nations were at 8.5% and 2.9% respectively.

*Florida Chamber Foundation 2019*





## INNOVATION

INNOVATION: BUILD AN ECO-SYSTEM SUPPORTIVE OF INNOVATION AND ENTREPRENEURSHIP CONNECTING ACADEMIC, CORPORATE, AND FINANCIAL RESOURCES.

On April 30th, The Space Coast made headlines as AOL Co-founder Steve Case and his **Rise of the Rest Tour** (pictured left) visited several locations throughout Brevard County to highlight startup success outside of Silicon Valley and to explore Brevard County's growing innovation and entrepreneurship ecosystem. From the tour, the Space Coast's economic comeback story was told through several mediums, including Case himself, and Axios, a national online media publication of HBO.

The EDC continues its successful partnership with **Groundswell Startups**, a local high-tech incubator in Downtown Melbourne, to increase access and exposure to resources for local manufacturers and entrepreneurs.

This year, several events were held to highlight innovation, including "Hack the IRL" (pictured right) a 36-hour marathon event in which teams engaged in workshops and intensive product development, all aimed at developing technology to help restore the Indian River Lagoon.

Lastly, the **EDC NASA Technology Docking program**, now in its fourth year, continues to fuel innovation on the Space Coast, and to date has matched 95 Brevard County companies with NASA specialists to overcome a technology challenge.





# WORKFORCE

WORKFORCE: SUPPORT AND PROMOTE A QUALIFIED WORKFORCE MEETING CURRENT AND FUTURE INDUSTRY NEEDS THROUGH TARGETED PROGRAMS AND INITIATIVES

**T**he **Certified Production Technician Program**, or most commonly known as the CPT program, continues to grow, as the EDC builds the next generation of Brevard's manufacturing workforce. FY 18/19 saw total enrollment of this online course reach 94 students with an 87% completion rate. In addition 88% of CPT certified students secured employment in Brevard County. The program has grown to include career exposure tours, HR and interview skills sessions, and private job fairs.

The EDC continues to tell the story of modern manufacturing through its **See Manufacturing Through New Eyes** campaign. During the fiscal year, ads were placed throughout Brevard County in print publications such as FLORIDA TODAY, on billboards and modern media such as online radio and social media to drive interest in the CPT program and a career in manufacturing.

"I ended up getting hired [at SMTc] and I love it. I am now a productive member of society and making a paycheck every week.

I'm eternally grateful to the program and everyone who has made this possible."

- Chris Latham, CPT graduate

328

STUDENTS HAVE COMPLETED  
THE PROGRAM SINCE  
SEPTEMBER 2016

69

MANUFACTURERS ACROSS  
BREVARD NOW EMPLOY  
CPT GRADUATES

87%

OF CPT CERTIFIED STUDENTS  
SECURE EMPLOYMENT

88%

COMPLETION RATE



see manufacturing  
through new eyes



Pictured above: CPT graduate Matthew Cromwell discusses his success after the EDC's program with News13 reporter, Greg Pallone.



# COMMUNITY OF CHOICE

COMMUNITY OF CHOICE: DISTINGUISH FLORIDA'S SPACE COAST AS THE PLACE TO LIVE AND WORK PARTNERING WITH ORGANIZATIONS TO DEFINE AND MARKET COMMUNITY ASSETS.

**A**t its Annual Meeting to wrap up FY 2018/2019, the EDC introduced its newest strategic focus area: **Community of Choice**. At the heart of economic development is choice. People and businesses have many options where they can locate. The United States is a mobile country and economy. Brevard County's growth, and Florida's as a whole, is proof of that.

The idea of Community of Choice spurs many questions:

What makes an individual choose the place where he or she lives and works? Is it financial, rational, emotional? What drives attachment to that place?

Are Brevard County residents proud to call the Space Coast home?

Is it the type of place people dream of living and working in?

If our children or grandchildren depart for college or training, are they eager to come back?

The Space Coast's monumental recovery from the Great Recession and the loss of the Shuttle Program will not deter other states from competing for the jobs and talent Brevard County continues to attract and retain.

If Brevard County is to authentically market itself as the place to live, work, play and do business, it must first know what it is and what it isn't. In 2020, the EDC will build on the momentum of this new focus area and share more about its continued efforts to make Florida's Space Coast the Community of Choice. These efforts will require partners and stakeholders from across Brevard County to reach its full potential.

**Please stay tuned.**

Highest levels of community attachment also had the highest rates of growth in GDP.  
*Soul of the Community, Knight Foundation Gallup 2010*



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