



ECONOMIC
DEVELOPMENT
COMMISSION
FLORIDA'S SPACE COAST

FISCAL YEAR 2016-2017
EDC OF FLORIDA'S SPACE COAST
ANNUAL REPORT

LOOKING FORWARD

From the lowest unemployment rate since 2010, to a booming housing market and more rocket launches than ever before- these are truly exciting times on the Space Coast. From Titusville to Palm Bay, we are seeing the results of the years of dedication and investment from our community.

The EDC's FY16/17 brought about another successful year, continuing Brevard County's economic comeback. The EDC Business Development Team managed 36 new business projects and 59 new client leads. Seven company announcements brought commitments for 1,022 direct jobs and a total capital investment exceeding \$167.35 million.

In addition to these company announcements, the EDC's business retention efforts have provided resources, technology and education-focused opportunities for our existing industry. Businesses throughout Brevard County have been positively impacted from EDC programs such as G.O. Contracts, Technology Docking, and Manufacturing Workforce Training. While each program is focused on a different aspect of the manufacturing and high-tech industries, together they provide an abundance of resources for businesses to grow and thrive on the Space Coast.

In the words of William Durant "the future doesn't just happen, it is created," and together, if we continue this successful path and seize the emerging opportunities from the growing industries around us, we will create the second golden age on the Space Coast.

Thank you for your continued investment in the EDC, and in turn the Space Coast community.

Sincerely,



Winston Scott
Chair of the Board



Lynda Weatherman
President & CEO

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Chair of the Board



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Chair Elect



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Joe Mayer
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Debbie Goode
Immediate Past Chair



Lynda Weatherman
President & CEO

BY THE NUMBERS FY 2016-2017

PROJECT ACTIVITY

1,022

NEW JOBS
ANNOUNCED



7

COMPANY
ANNOUNCEMENTS



\$167

MILLION
CAPITAL
INVESTMENT

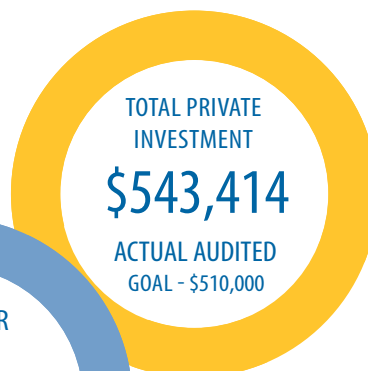


\$73

MILLION
ECONOMIC
IMPACT



INVESTOR ACTIVITY



MARKETING EARNED MEDIA

\$1,365,664
EARNED MEDIA



RETENTION PROGRAM

G.O. CONTRACTS:

80

CONTRACTS WON

= \$31M



WEBSITE METRICS



26,779

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

The EDC secured **seven company announcements** which brought commitments for 1,022 direct jobs and a total capital investment exceeding \$167.35 million. Company announcements include: Astro Pak Corporation, Comprehensive Health Services, Inc. (CHS), Enhanced Resource Centers, Inc. (ERC), Protac Industries, Red Canyon Engineering & Software, Inc., RUAG Space USA, Inc., and Walmart.

ASTRO PAK®



Red Canyon Software Inc., an aerospace & software company announced plans to open its first regional office in Downtown Titusville, rejuvenating the historic Walker Apartment Building into 20-24 boutique-style apartments and a collaborative work space for employees and affiliates.

Together
ahead. **RUAG**

The new commercial space industry is bringing about changes to Brevard County. **RUAG Space USA Inc.**, a supplier of spacecraft structural and thermal equipment, will operate at the Port Canaveral Titusville Logistic Center – broadening our industry base to include suppliers and manufacturers.



The EDC developed Technology Docking, by teaming up with **NASA's Regional Economic Development (RED)** program. Working together, we are providing local companies access to NASA industry experts to solve technology challenges. Since 2015, the program has consulted with 85 companies and provided NASA one-on-one subject matter expert assistance to 14 companies.

On May 17, 2017, the EDC hosted its **4th Annual Made In Brevard Expo**, to celebrate local manufacturers. Companies showcased their work to enhance community awareness about the products produced right here in Brevard. Over 400 people attended this event, including school groups, youth program groups, families, and community leaders.



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 80 contracts totaling more than \$31 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

\$1,365,664
EARNED MEDIA

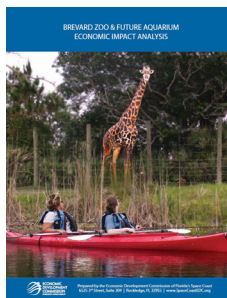
The Space Coast's turnaround was featured in a Wall Street Journal article on February 17, 2017. The article, entitled "Florida's Space Coast Is Filling the 'Crater' Left by NASA" illustrated Brevard's "rebirth" and the diversification of the local aerospace industry.

THE WALL STREET JOURNAL

Florida's Space Coast Is Filling the 'Crater' Left by NASA
SpaceX launch illustrates region's rebirth as a more-diverse aerospace economy



The EDC's Research Office produced a study about the current economic impact of the Brevard Zoo, and the five year projected estimated impact of a Brevard Aquarium project.



The EDC has developed a talent attraction campaign called **Live Big**, to raise awareness of Brevard County, Florida as a location of choice to build a career. This effort focuses on connecting with skilled workers in high-demand fields to promote career opportunities in the region. This campaign is designed to recruit talent by showcasing the reasons to live, work, and play in Brevard County. Visit LiveBigSpaceCoast.com



Brevard County's competitive advantages were promoted in an **Aerospace Marketing brochure**, 4 pages highlighting location, workforce, and business resources available within our community.



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 **14th 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.



Attracting the Next Generation of the Manufacturing Workforce:

The See Manufacturing Through New Eyes campaign went into full gear during FY16/17. This campaign shows the new world of manufacturing through the lens of local talent, boasting the CPT course as an essential element of a career in this growing sector.

Job seekers and influencers are driven to hear the campaign stories through an array of traditional and nontraditional media sources including print media, billboards, radio commercials, online commercials and social media outlets.

Learn more at ManufacturingInBrevard.org



Now is the time to
**see manufacturing
through new eyes**





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.

The EDC and Groundswell Startups, Inc., a regional innovation incubator, entered into a strategic partnership to increase access and exposure to resources to our local manufacturers. The **Moonshot Innovation Series** partnership is focused on seminars and workshops, aimed at innovators who are building next generation products. This program serves as a catalyst for product development and business growth.



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