

# MANAGEMENT METRICS (YTD)

OCT 1, 2019 - FEB 29, 2020



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

## MISSION

# SECURE

BREVARD'S ECONOMIC FUTURE

### FOCUS AREAS

**BUSINESS DEVELOPMENT**

**BUSINESS ENVIRONMENT**

**WORKFORCE**

**INNOVATION**

**COMMUNITY OF CHOICE**

## EDC CAPITAL INVESTMENT and NEW & RETAINED JOBS SINCE 2010

**\$1.6B**

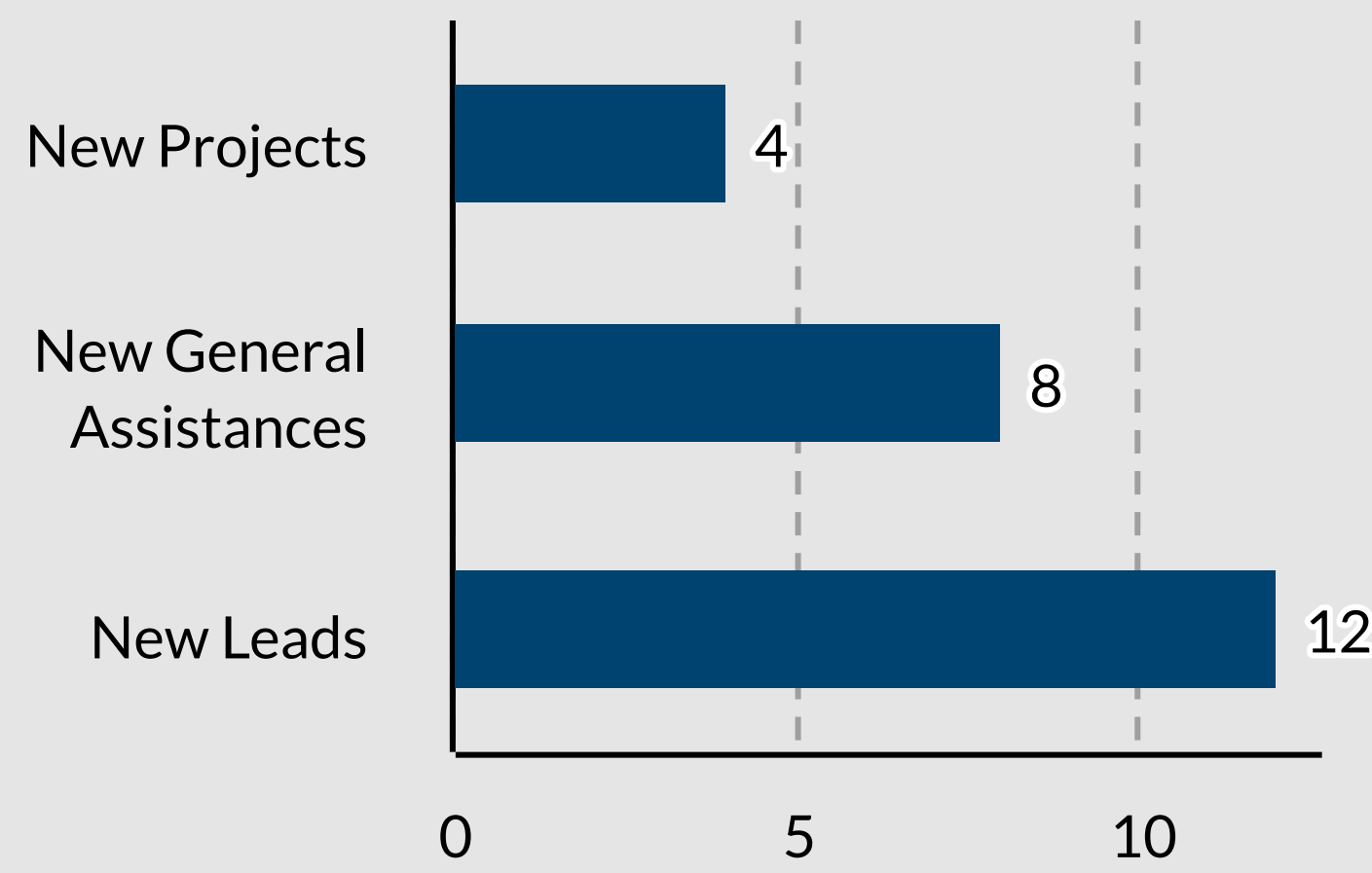


**16,255**

NEW JOBS ANNOUNCED FY 19/20: 0

GOAL: 500 NEW JOBS

### BUSINESS DEVELOPMENT ACTIVITY



### CPT STUDENTS

**328**

SINCE '16

COMPLETION RATE FY 19/20

CURRENT

**60%**

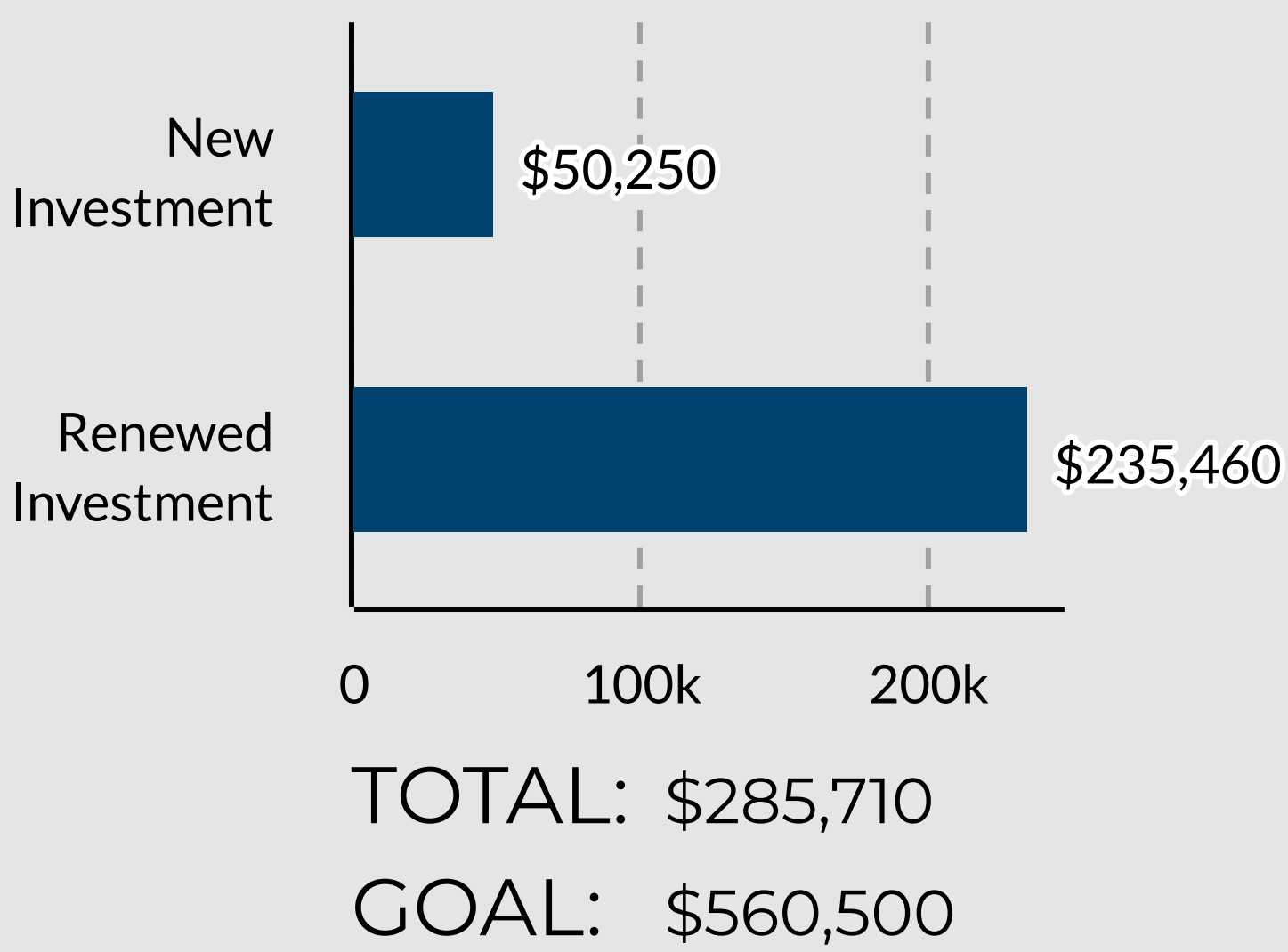
GOAL

**80%**

**52%**

OF STUDENTS NEW TO MANUFACTURING

### INVESTOR ACTIVITY



**GO CONTRACTS**  
GOVERNMENT OPPORTUNITIES ONLINE  
A SERVICE OF EDC OF FLORIDA'S SPACE COAST

SINCE '13

**106** CONTRACTS VALUED AT **\$67M**

ACTIVE LICENSES: 53  
GOAL: 70

**234.75** VOLUNTEER HOURS

GOAL: 1,500 HOURS

EARNED MEDIA STORIES\*

**16**

GOAL: 125

**100%**

POSITIVE RATING\*

EARNED MEDIA\*

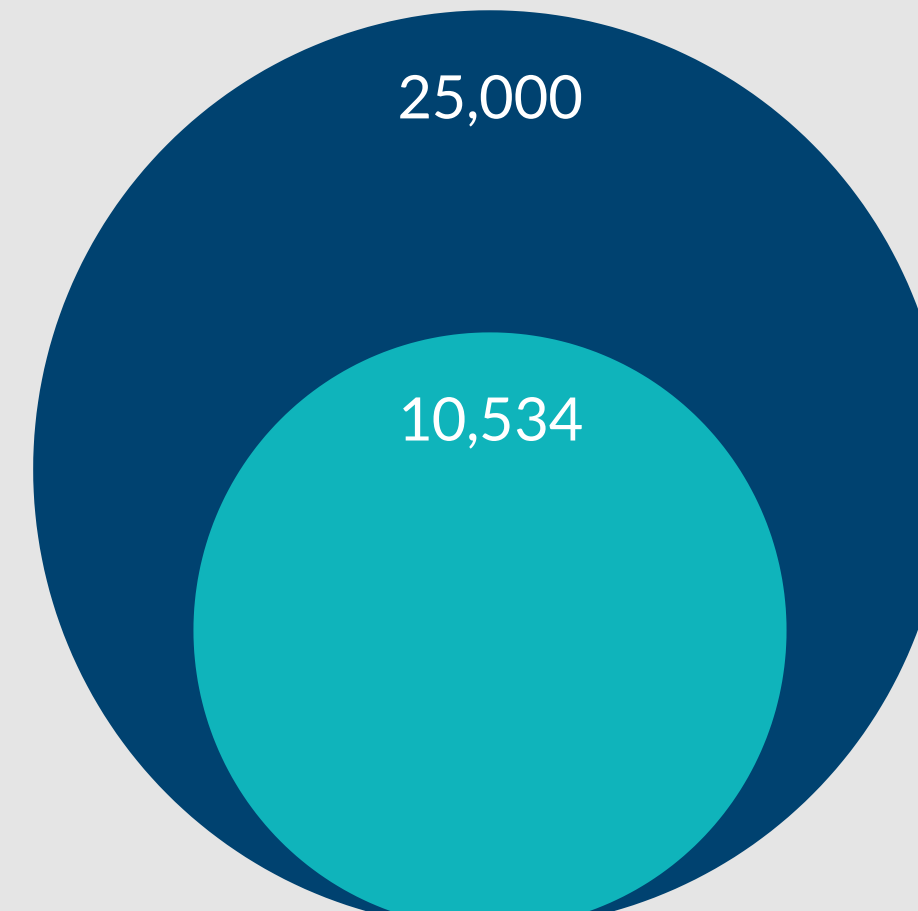
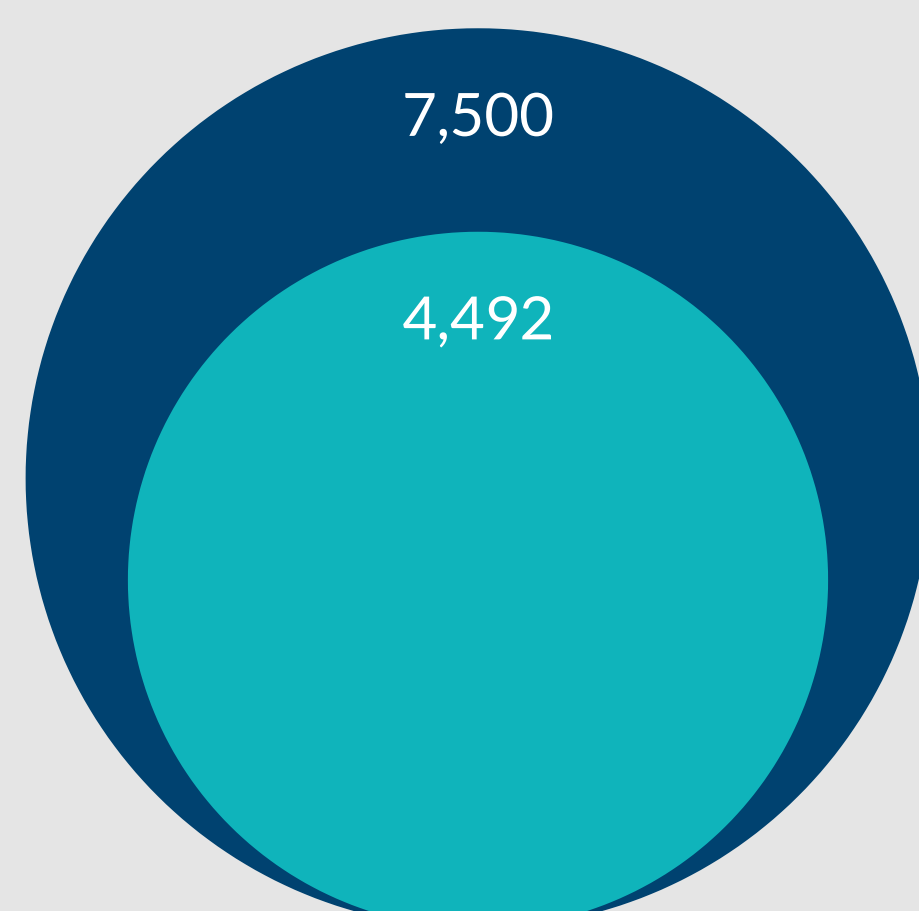
**\$13,271**

GOAL: \$75,000

### SOCIAL MEDIA

TOTAL LIKES GOAL: 7,500  
FACEBOOK: 2,893  
INSTAGRAM: 464  
TWITTER: 885  
LINKEDIN: 250

TOTAL REACH GOAL: 1 MIL.  
YEAR TO DATE: 349,662



### WEBSITE TRAFFIC

TOTAL UNIQUE VISITS GOAL: 25,000  
YEAR TO DATE: 10,534

\*Source: TrendKite Digital PR Platform

# SPACE COAST ADVANTAGES

Palm Bay - Melbourne - Titusville  
MSA Rankings



**ECONOMIC  
DEVELOPMENT  
COMMISSION**  
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## WORKFORCE

# #1

Highest share of high-tech/STEM jobs in Florida, and #12 in the U.S.

**24/7 Wall Street, 2019**

**TOP 10:** Best destinations for new manufacturing jobs in Florida

**Florida TaxWatch, 2019**

## EDUCATION

# #1

Keiser University named best performing private, non-profit college in Florida

**Florida Trend, 2019**

**TOP 8%:** Florida Preparatory Academy ranks in top 8% of US schools

**Newsweek, 2020**

**#8:** Edgewood Jr/Sr High School among top high schools in Florida

**U.S. News & World Report Best High Schools Rankings, 2018**

## QUALITY OF LIFE

# #1

Melbourne named best place to live near the beach in the U.S.

**U.S. News & World Report, 2019**

**#1:** Melbourne named most affordable U.S. downtown city to live in  
**GOBankingRates, 2019**

**#2:** Best Places to Live in Florida, and ranks #25 in the US

**U.S. News, Best Places to Live 2019**

**#12:** Cape Canaveral among the 20 trending destinations for 2020 in the world  
**Airbnb 2019**

## ECONOMIC VITALITY

# #1

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

**Milken Institute, 2019**

**#10:** Best-Performing Large City in the US  
**Milken Institute, 2020**

**#2:** Highest industry diversity index in Florida  
**Florida Gulf Coast University, 2018**