

FY 20/21 MANAGEMENT METRICS

OCTOBER 1, 2020 - MARCH 31, 2021



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

SECURING BREVARD'S ECONOMIC FUTURE

EDC CAPITAL INVESTMENT and NEW & RETAINED JOBS

(SINCE 2010)

\$1.9B
16,951 JOBS

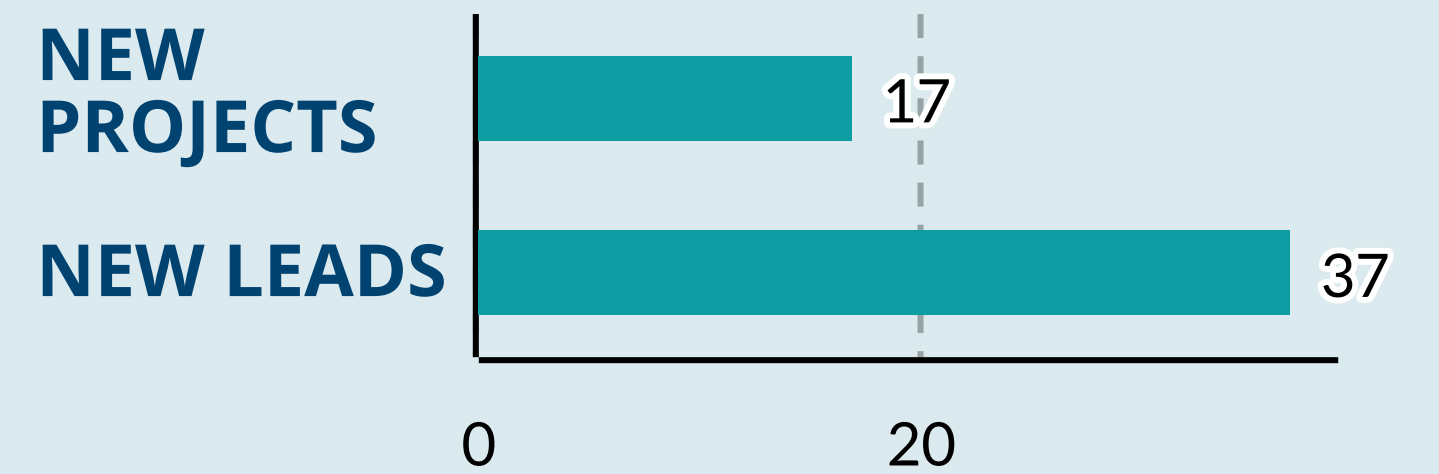
RECRUITMENT AND RETENTION (YTD)

EXISTING INDUSTRY ACTIVITY

GENERAL ASSISTANCE **62**

ATTENDEES at a training event **193**

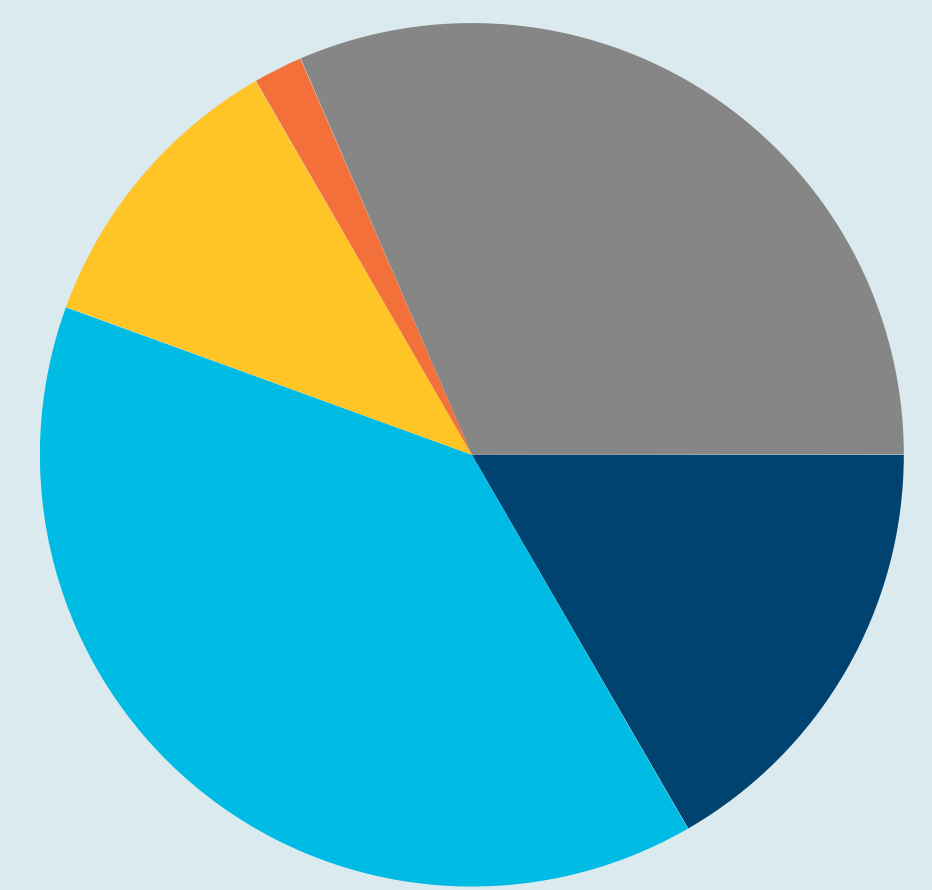
PROJECT ACTIVITY



PROJECTS & LEADS BY INDUSTRY



- Aerospace (16.67%)
- Manufacturer (38.89%)
- Service Provider (11.11%)
- High-Tech (1.85%)
- Other (31.48%)



INVESTMENT (YTD)

INVESTOR ACTIVITY

NEW & UPGRADED	15	\$203,500
RENEWED	84	\$241,350

TOTAL GOAL: \$600,000

SPONSORSHIPS

\$22,250

TOTAL GOAL: \$35,000

MASC MEMBERS

MANUFACTURING	52	\$7,500
ASSOCIATE	17	\$4,250

TOTAL GOAL: \$15,000

COMPLETION RATE

77%

GOAL: 80%
SINCE 2016

CPT STUDENTS

484

SINCE 2016

58%

OF STUDENTS
NEW TO MFG
GOAL 50%

CPT CAREER TOURS

74

SINCE 2016

EARNED MEDIA* (YTD)

VALUE **\$19,218**

Goal: \$55,000

EARNED MEDIA STORIES **49**

Goal: 100

POSITIVE RATING **100%**

Goal: 95%

*Source: TrendKite Digital PR Platform

SOCIAL MEDIA & WEBSITES (YTD)

ACCOUNT LIKES / FOLLOWS

FACEBOOK	3,106
TWITTER	917
INSTAGRAM	985
LINKEDIN	575
TOTAL	5,583

TOTAL LIKES GOAL
7,500

TOTAL REACH
384,145
Goal: 2 M

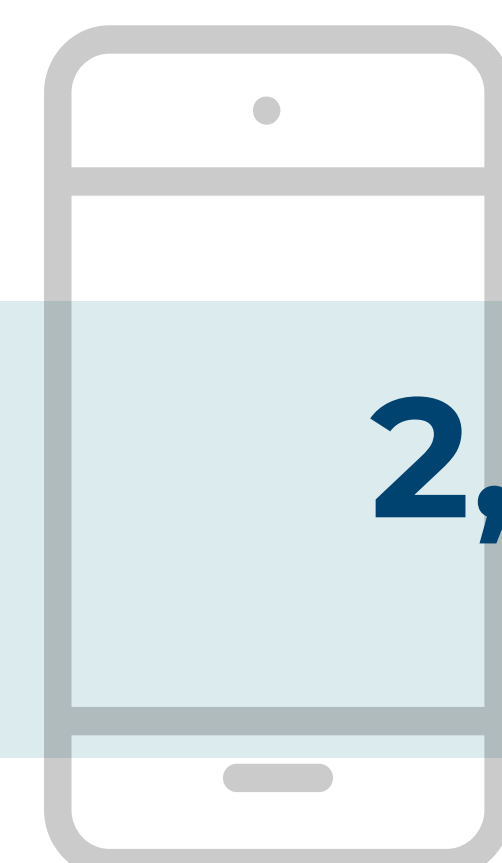
TOTAL WEBSITE VISITS

15,333

Goal: 50,000

2,588 TOTAL VISITS
LIVE BIG CAREER
PAGE

TOTAL GOAL: 25,000



SPACE COAST ADVANTAGES

PALM BAY - MELBOURNE -
TITUSVILLE MSA RANKINGS



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QUALITY OF LIFE

#1

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

Milken Institute, 2019

#5: Brevard Zoo ranks 5th best zoo in North America

USA Today, 2020

#10: Melbourne named best place to retire in the U.S.

U.S. News & World Report, 2020

TOP 25: Worldwide destination on the rise; specifically mentioned as a top spot for families
National Geographic, 2020

TOP 150: Melbourne ranked best place to live in the U.S.

U.S. News & World Report, 2021

EDUCATION

TOP 8%: Florida Preparatory Academy ranks in top 8% of U.S. schools

Newsweek, 2020

TOP 75: Westshore Junior/Senior High School named best high school in the U.S., and #4 in Florida

U.S. News & World Report, 2020

TOP 100: Edgewood Junior/Senior High School named best high school in the U.S., and #10 in Florida

U.S. News & World Report, 2020

ECONOMIC VITALITY

#2

Best performing large city in the U.S.

Milken Institute, 2021

#3: Best wage growth in the U.S.

Milken Institute, 2021

#8: Best job growth in the U.S.

Milken Institute, 2021