

FY 20/21 MANAGEMENT METRICS

OCTOBER 1, 2020 - JULY 31, 2021



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

SECURING BREVARD'S ECONOMIC FUTURE

EDC CAPITAL INVESTMENT and NEW & RETAINED JOBS

(SINCE 2010)

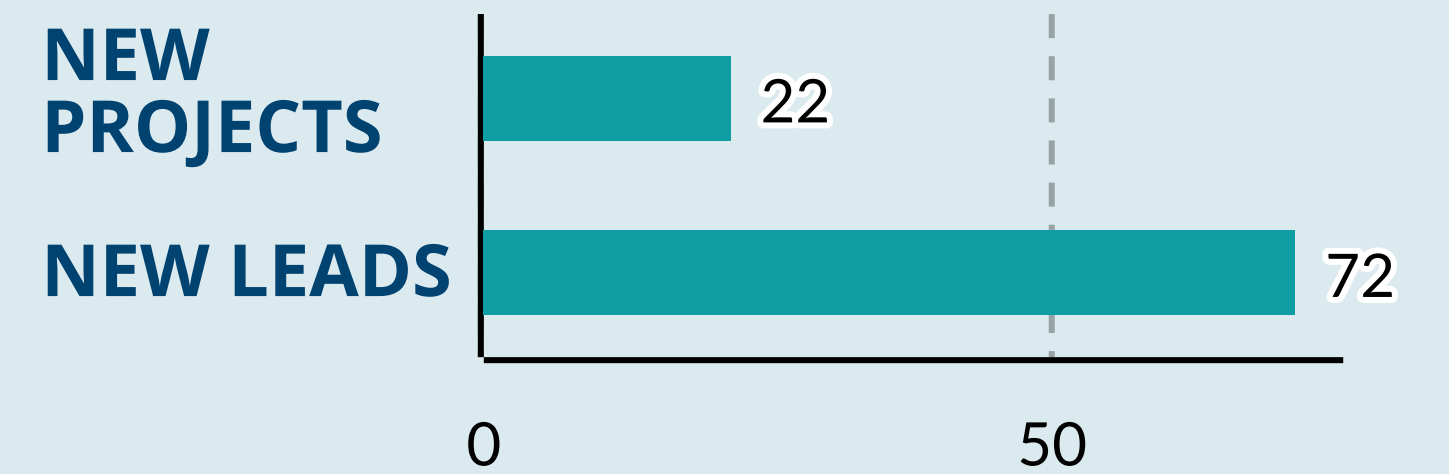
\$1.9B
17,001 JOBS

RECRUITMENT AND RETENTION (YTD)

EXISTING INDUSTRY ACTIVITY

GENERAL ASSISTANCE **94**
ATTENDEES at a training event **193**

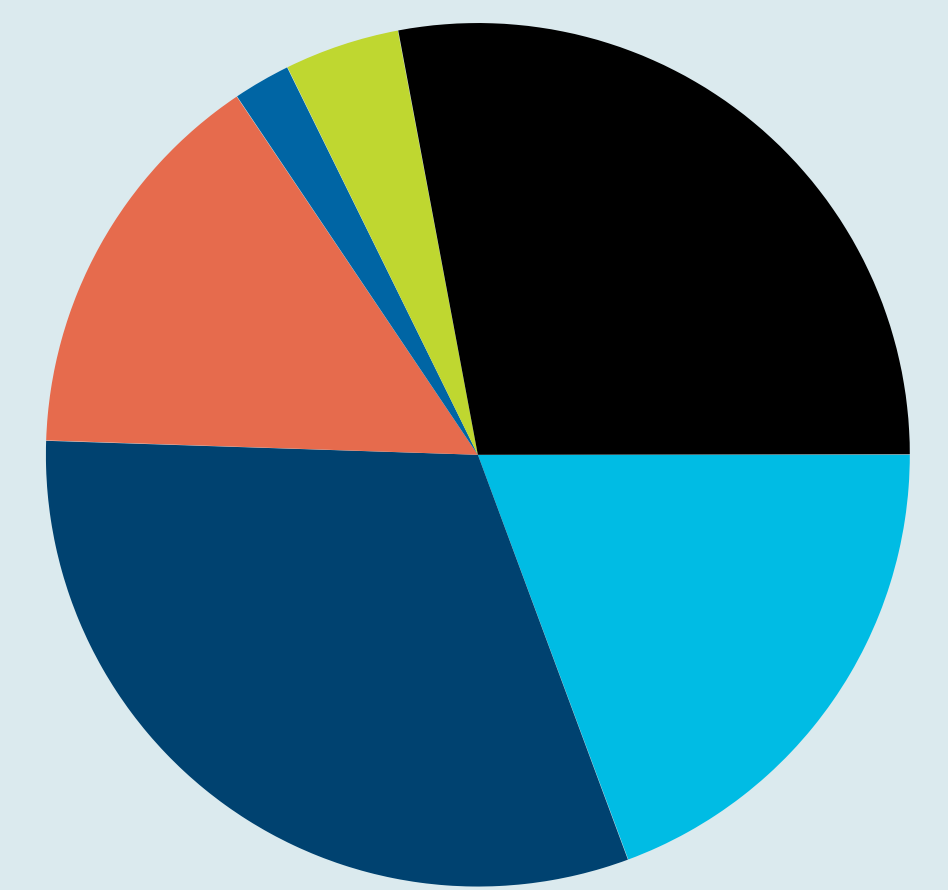
PROJECT ACTIVITY



PROJECTS & LEADS BY INDUSTRY



- Aerospace (19.35%)
- Manufacturer (31.18%)
- Service Provider (15.05%)
- Distributor (2.15%)
- High-Tech (4.3%)
- Other (27.96%)



INVESTMENT (YTD)

INVESTOR ACTIVITY

NEW & UPGRADED	43	\$290,250
RENEWED	84	\$330,250

TOTAL GOAL: \$685,000

SPONSORSHIPS

\$45,520

TOTAL GOAL: \$35,000

MASC MEMBERS

MANUFACTURING	53	\$8,500
ASSOCIATE	19	\$4,750

TOTAL GOAL: \$15,000

COMPLETION RATE

87%

GOAL: 80%
SINCE 2016

CPT STUDENTS

519

SINCE 2016

59%

OF STUDENTS
NEW TO MFG
GOAL 50%

CPT CAREER TOURS

77

SINCE 2016

EARNED MEDIA* (YTD)

VALUE **\$71,340**

Goal: \$55,000

EARNED MEDIA STORIES **97**

Goal: 100

POSITIVE RATING **96%**

Goal: 95%

*Source: TrendKite Digital PR Platform

SOCIAL MEDIA & WEBSITES (YTD)

ACCOUNT LIKES / FOLLOWS

FACEBOOK	3,178
TWITTER	938
INSTAGRAM	1,035
LINKEDIN	731
TOTAL	5,882

TOTAL LIKES GOAL
7,500

TOTAL REACH
449,955
Goal: 2 M

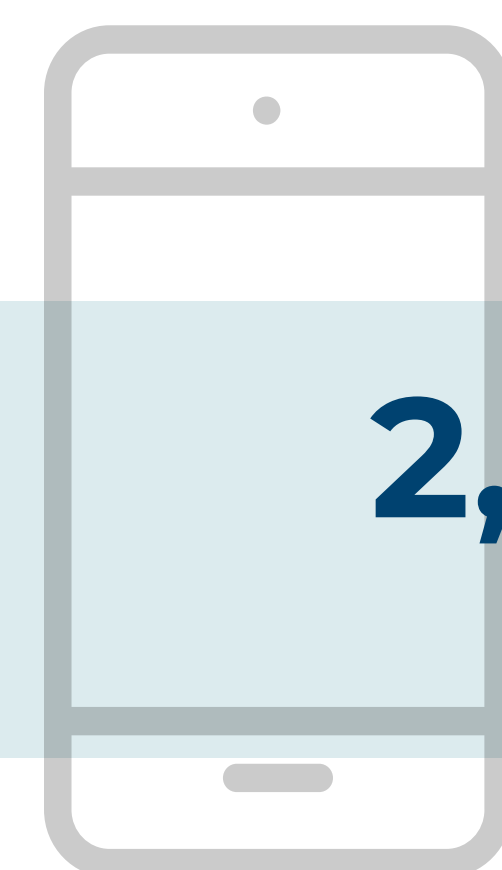
TOTAL WEBSITE VISITS

22,761

Goal: 50,000

2,860 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

#18: Space Coast ranked best place to live for metro areas in the U.S.

U.S. News & World Report, 2021

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

U.S. News & World Report, 2020

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

USA Today, 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

#4: Space Coast ranked top large city where manufacturing is thriving in the U.S.

AdvisorSmith, 2021

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

Milken Institute, 2021