

FISCAL YEAR END 20/21 MANAGEMENT METRICS

OCTOBER 1, 2020 - SEPTEMBER 30, 2021



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

SECURING BREVARD'S ECONOMIC FUTURE

EDC CAPITAL INVESTMENT and NEW & RETAINED JOBS

(SINCE 2010)

\$2.2B
19,101 JOBS

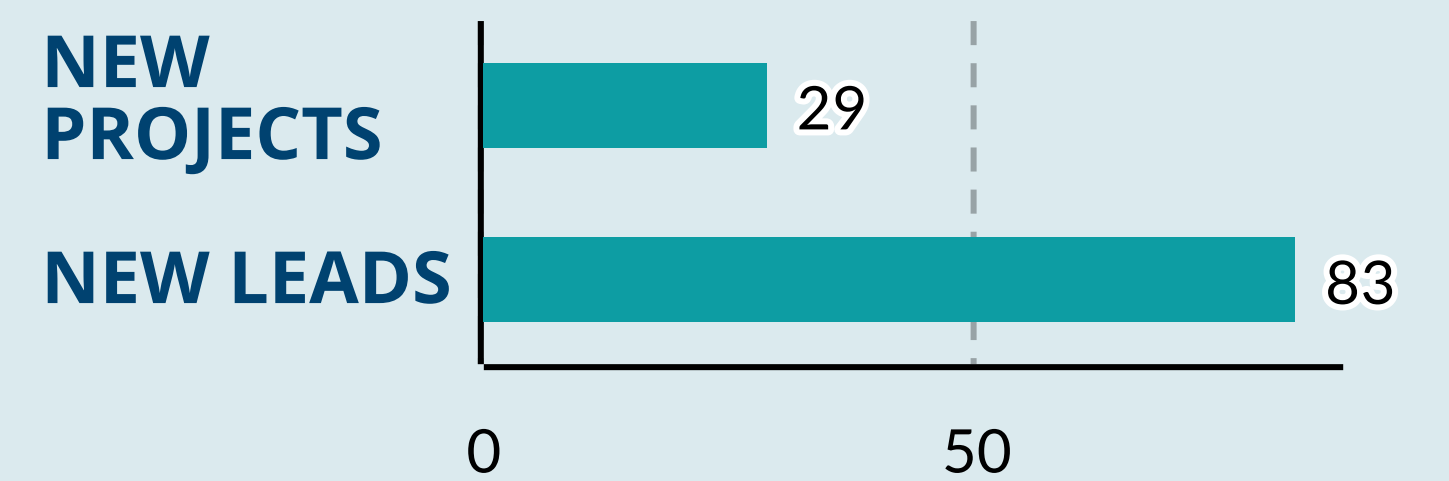
RECRUITMENT AND RETENTION (YTD)

EXISTING INDUSTRY ACTIVITY

GENERAL ASSISTANCE **108**

ATTENDEES at a training event **193**

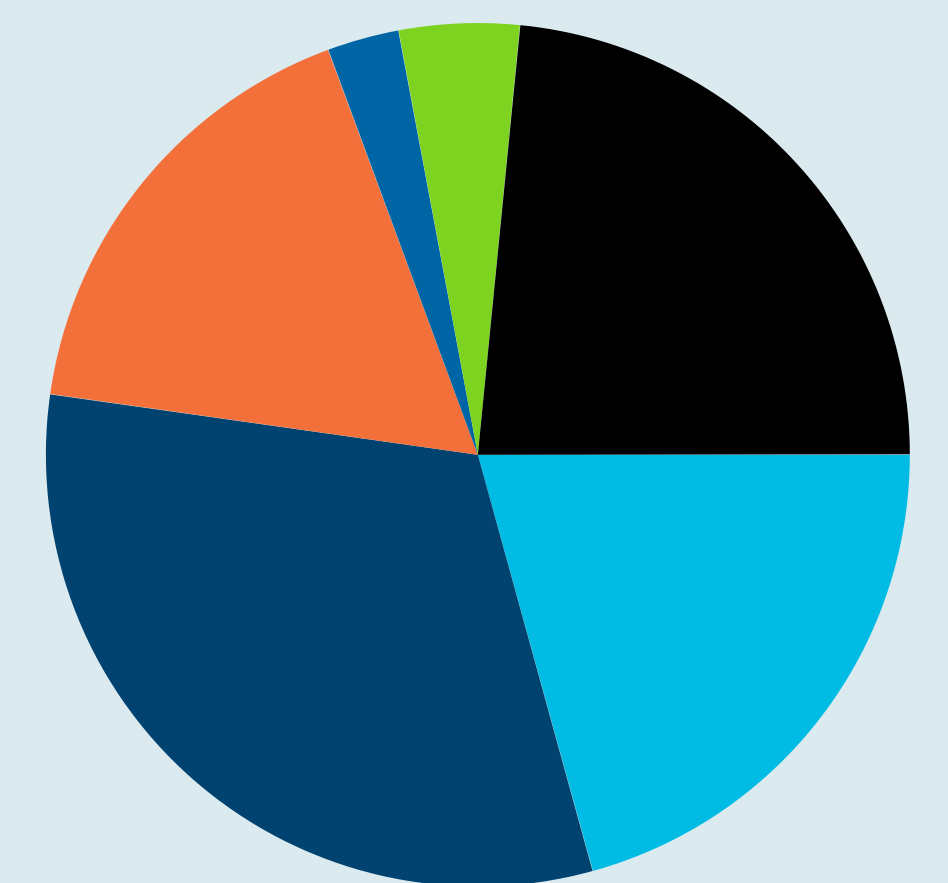
PROJECT ACTIVITY



PROJECTS & LEADS BY INDUSTRY



- Aerospace (20.72%)
- Manufacturer (31.53%)
- Service Provider (17.12%)
- Distributor (2.7%)
- High-Tech (4.5%)
- Other (23.42%)



INVESTMENT (YTD)

INVESTOR ACTIVITY

NEW & UPGRADED	44	\$325,250
RENEWED	121	\$419,000

TOTAL GOAL: \$685,000

SPONSORSHIPS

\$56,163

TOTAL GOAL: \$35,000

MASC MEMBERS

MANUFACTURING	55	\$9,000
ASSOCIATE	19	\$4,750

TOTAL GOAL: \$15,000

COMPLETION RATE

86%

GOAL: 80%
SINCE 2016

CPT STUDENTS

538

SINCE 2016

57%

OF STUDENTS
NEW TO MFG
GOAL 50%

CPT CAREER TOURS

79

SINCE 2016

EARNED MEDIA* (YTD)

VALUE **\$113,523**

Goal: \$55,000

EARNED MEDIA STORIES **108**

Goal: 100

POSITIVE RATING **97%**

Goal: 95%

*Source: TrendKite Digital PR Platform

SOCIAL MEDIA & WEBSITES (YTD)

ACCOUNT LIKES / FOLLOWS

FACEBOOK	3,207
TWITTER	947
INSTAGRAM	1,066
LINKEDIN	870
TOTAL	6,090

TOTAL LIKES GOAL
7,500

TOTAL REACH
579,041
Goal: 2 M

TOTAL WEBSITE VISITS

25,863

Goal: 50,000

3,155 TOTAL VISITS
LIVE BIG CAREER
PAGE

TOTAL GOAL: 25,000





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

TOP 25: Worldwide destination on the rise; specifically a top spot for families

National Geographic, 2020

#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 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

TOP 75: America's best top-performing cities

Resonance Consultancy, 2021