

FISCAL YEAR END 20/21 ECONOMIC DEVELOPMENT 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

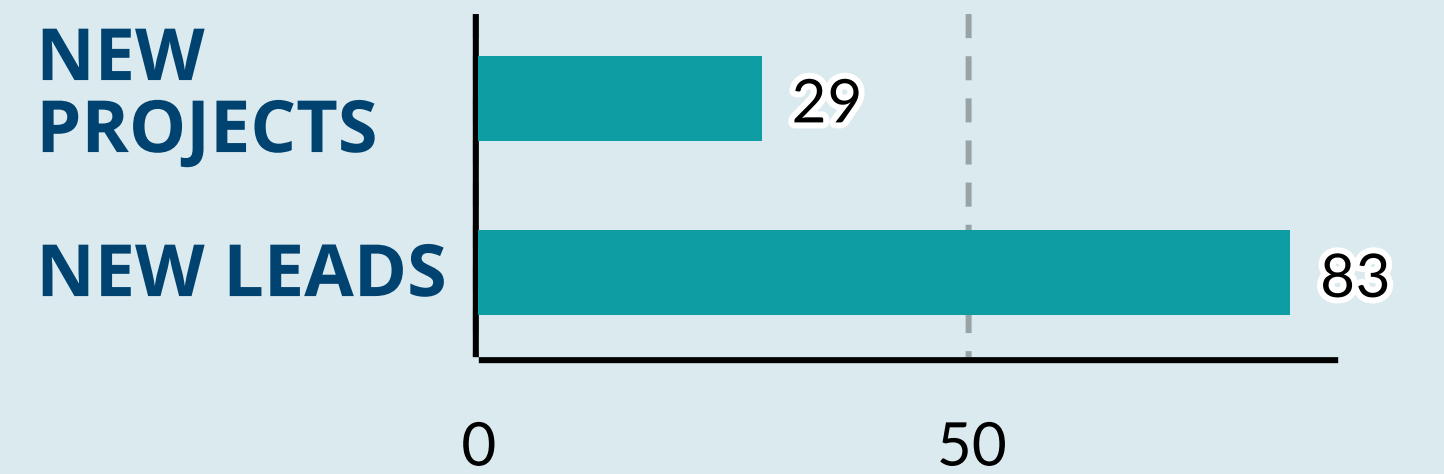
RECRUITMENT AND RETENTION (YTD)

EXISTING INDUSTRY ACTIVITY

GENERAL ASSISTANCE **108**

ATTENDEES at a training event **193**

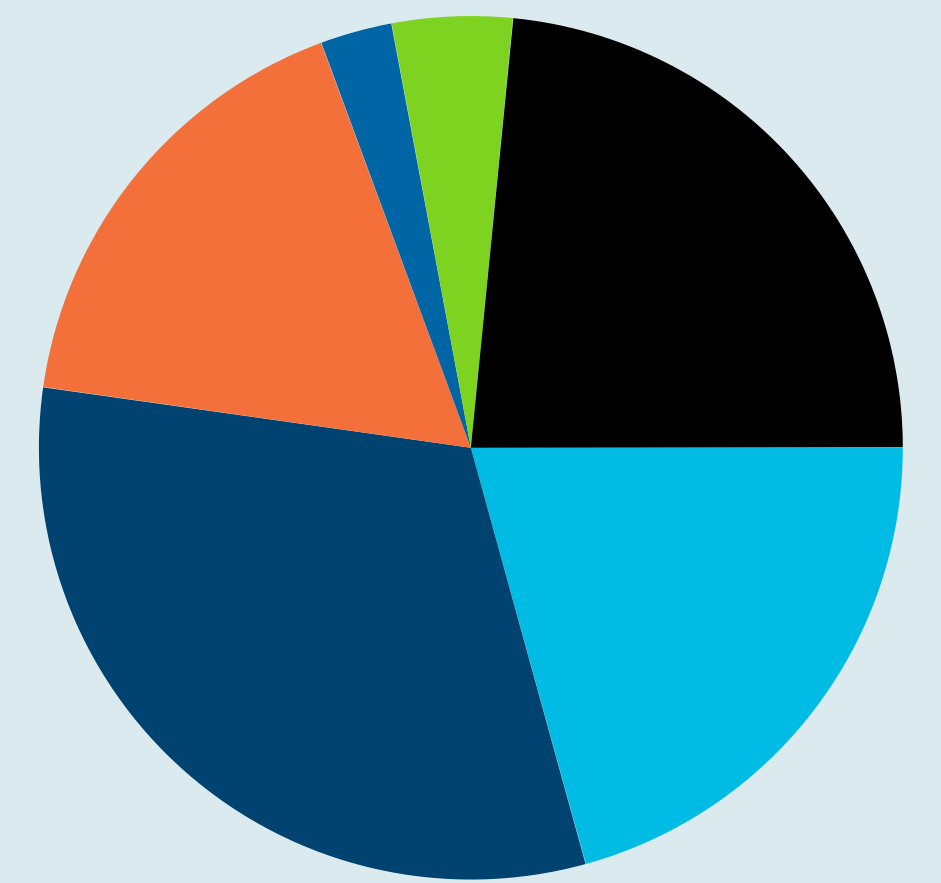
PROJECT ACTIVITY



PROJECTS & LEADS BY INDUSTRY



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



Economic Development Commission of Florida's Space Coast

CPT STUDENTS

538
SINCE 2016

57%
OF STUDENTS NEW TO MFG
GOAL 50%

COMPLETION RATE

86%
GOAL: 80%
SINCE 2016

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