

# FY 21/22 MANAGEMENT METRICS

OCTOBER 1, 2021 - MAY 31, 2022



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

## SECURING BREVARD'S ECONOMIC FUTURE

**EDC CAPITAL  
INVESTMENT and  
NEW & RETAINED JOBS**  
(SINCE 2010)

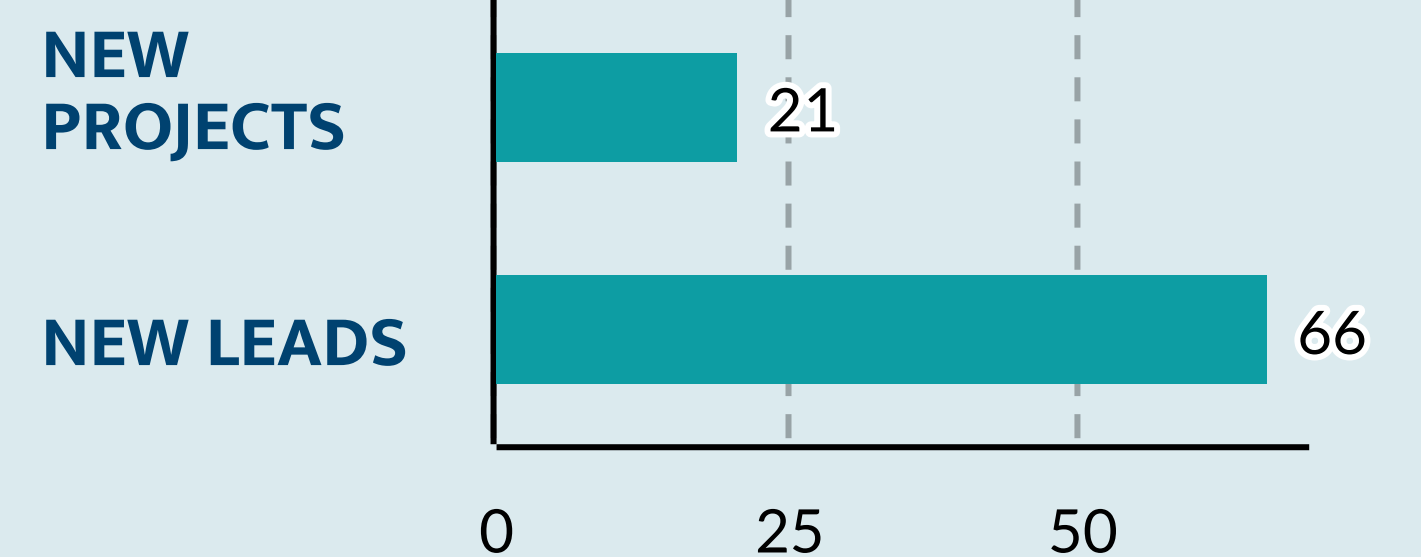
**\$1.9B**  
**18,687 JOBS**

## RECRUITMENT AND RETENTION (YTD)

### EXISTING INDUSTRY ACTIVITY

GENERAL ASSISTANCE **61**  
BUSINESS ADVISOR MEETINGS **31**  
VALUE OF BUSINESS ADVISOR SERVICES **\$171,645**

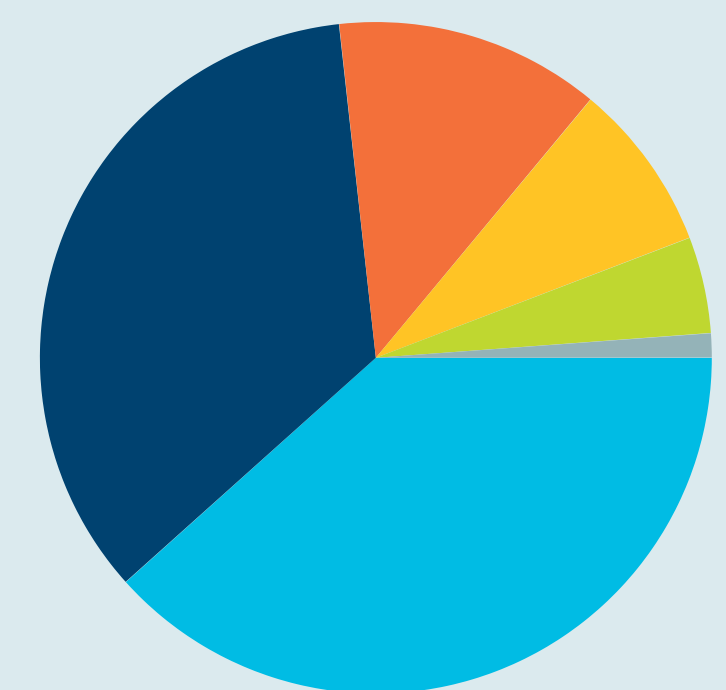
### PROJECT ACTIVITY



### PROJECTS & LEADS BY INDUSTRY



- Aerospace (38.37%)
- Manufacturer (34.88%)
- Service Provider (12.79%)
- Distributor (8.14%)
- High-Tech (4.65%)
- Other (1.16%)



## INVESTMENT (YTD)

### INVESTOR ACTIVITY

NEW & UPGRADED	19	\$85,250
RENEWED	119	\$612,125

TOTAL GOAL: \$685,000

### PROGRAM SPONSORSHIPS

**\$68,600**

TOTAL GOAL: \$35,000

### COMPLETION RATE

**85%**

GOAL: 80%  
SINCE 2016

### CPT STUDENTS

**602**

SINCE 2016

**60%**

OF STUDENTS  
NEW TO MFG  
GOAL 50%

### CPT CAREER TOURS

**88**

SINCE 2016

### EARNED MEDIA\* (YTD)

VALUE **\$3,259,864**

Goal: \$55,000

EARNED MEDIA STORIES **212**

Goal: 100

POSITIVE RATING



**100%**

Goal: 95%

\*Source: TrendKite Digital PR Platform

### SOCIAL MEDIA & WEBSITES (YTD)

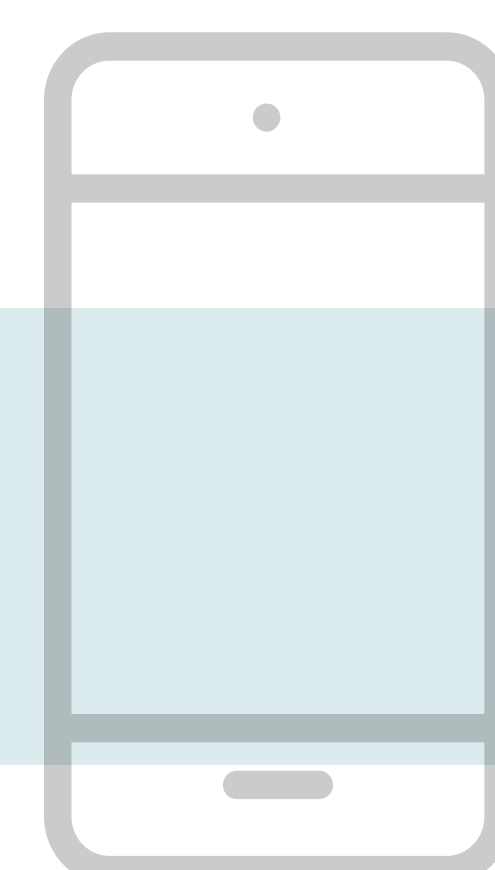
#### ACCOUNT

#### LIKES / FOLLOWS

FACEBOOK	3,357
TWITTER	993
INSTAGRAM	1,145
LINKEDIN	1,365
TOTAL	6,860

TOTAL LIKES GOAL  
**7,500**

#### TOTAL WEBSITE VISITS



**19,062**

Goal: 50,000

**678**

TOTAL VISITS  
LIVE BIG CAREER  
PAGE

TOTAL GOAL: 25,000

#### TOTAL REACH

**262,240**

Goal: 2 M

# SPACE COAST ADVANTAGES

PALM BAY - MELBOURNE -  
TITUSVILLE MSA RANKINGS



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

## QUALITY OF LIFE

**#10:** Top high-tech GDP concentration in the U.S.

**Milken Institute, 2022**

**#18:** Melbourne ranked best place to live in the U.S., #3 in Florida

**U.S. News & World Report, 2022**

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

**U.S. News & World Report, 2022**

## MILITARY



SPACE COAST RANKED A  
**GREAT AMERICAN  
DEFENSE COMMUNITY**

The Association of Defense  
Communities (ADC), 2022

## EDUCATION

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

**U.S. News & World Report, 2022**

**TOP 75:** Manatee Elementary School named best Florida elementary school

**U.S. News & World Report, 2022**

**TOP 100:** Florida Preparatory Academy named best private high school in Florida

**Niche, 2022**

**TOP 200:** Florida Institute of Technology ranked among best undergraduate engineering programs with doctorate opportunities

**U.S. News & World Report, 2021**

## ECONOMIC VITALITY

# #2

Fastest growing tech sector in the U.S.

**Bureau of Labor Statistics  
Quarterly Census of Employment  
and Wages data, 2022**

**#5:** Best performing large city in the U.S.

**Milken Institute, 2022**

**#7:** Best job growth in the U.S.

**Milken Institute, 2022**

**#8:** Best wage growth in the U.S.

**Milken Institute, 2022**

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

**AdvisorSmith, 2021**