

FY 22/23 MANAGEMENT METRICS

OCTOBER 1, 2022 - NOVEMBER 30, 2022



SECURING BREVARD'S ECONOMIC FUTURE

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

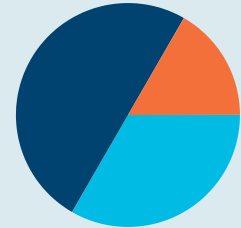
\$1.9B
18,687 JOBS

BUSINESS RECRUITMENT AND RETENTION

EXISTING INDUSTRY ACTIVITY		PROJECT ACTIVITY	
GENERAL ASSISTANCE	15	ACTIVE PROJECTS*	46
BUSINESS ADVISOR MEETINGS	24	ACTIVE LEADS	86
		6 TOTAL NEW LEADS YTD	



- Aerospace (33.33%)
- Manufacturer (50%)
- Distributor (16.67%)

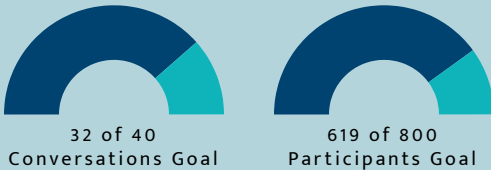


*Client engagement - no decision w/in last 12 months.

MISSION SPACE COAST ONE VOICE - ONE BRAND



COMMUNITY CONVERSATIONS



COMPLETE

SURVEY - INTERNAL BREVARD

GOAL	450
COMPLETED	289

FOCUS GROUPS

6 Focus Groups reaching 73 people

COMMUNITY OF CHOICE - DISCOVERY PHASE

EARNED MEDIA*

VALUE **X**
Goal: \$100,000

EARNED MEDIA
STORIES **X**
Goal: 100

POSITIVE
RATING **X**
Goal: 95%

*Source: Meltwater, Digital PR Platform

INVESTMENT

INVESTOR ACTIVITY	TOTAL GOAL: \$840,000
NEW & UPGRADED	\$15,000
RENEWED	\$162,750

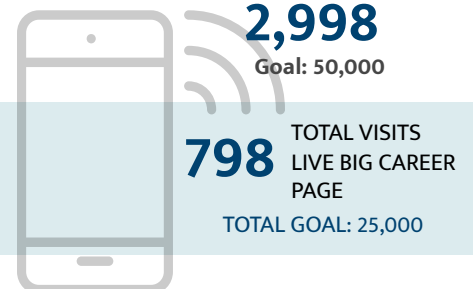
SOCIAL MEDIA & WEBSITES

ACCOUNT	LIKES / FOLLOWS
FACEBOOK	4,327
TWITTER	1,017
INSTAGRAM	1,216
LINKEDIN	1,824
TOTAL	8,384

TOTAL
LIKES GOAL
10,000

TOTAL REACH
33,100
Goal: 500,000

TOTAL WEBSITE VISITS





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