

FY 22/23 MANAGEMENT METRICS

OCTOBER 1, 2022 - MARCH 31, 2023



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

SECURING BREVARD'S ECONOMIC FUTURE

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

\$1.79B
17,989 JOBS

BUSINESS RECRUITMENT AND RETENTION

EXISTING INDUSTRY ACTIVITY (YTD)

GENERAL ASSISTANCE 40
BUSINESS ADVISOR MEETINGS 40

PROJECT ACTIVITY (AS OF 2/28/23)

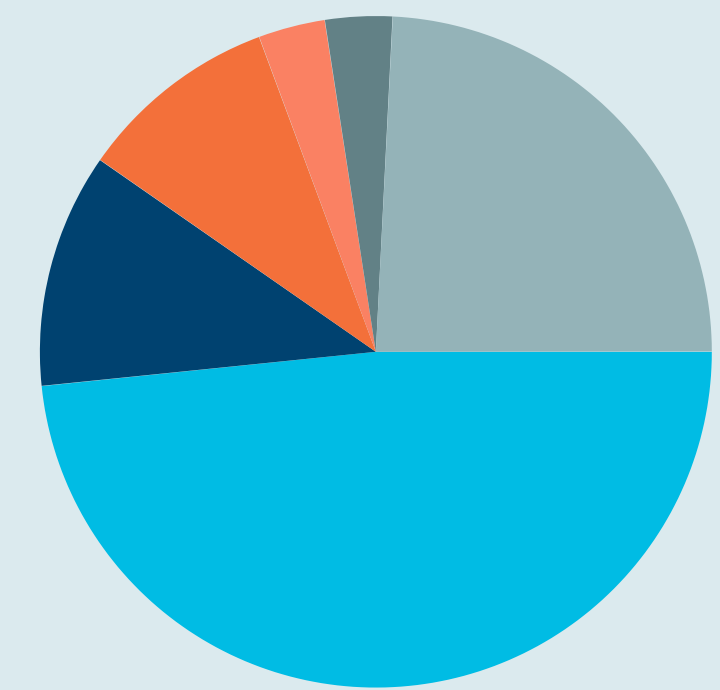
ACTIVE PROJECTS* 66
ACTIVE LEADS 98

35 TOTAL NEW LEADS YTD

ACTIVE PROJECTS BY INDUSTRY



- Aerospace (48.39%)
- Electronics (11.29%)
- Emerging Tech. (9.68%)
- Communications (3.23%)
- Military (3.23%)
- Other (24.19%)

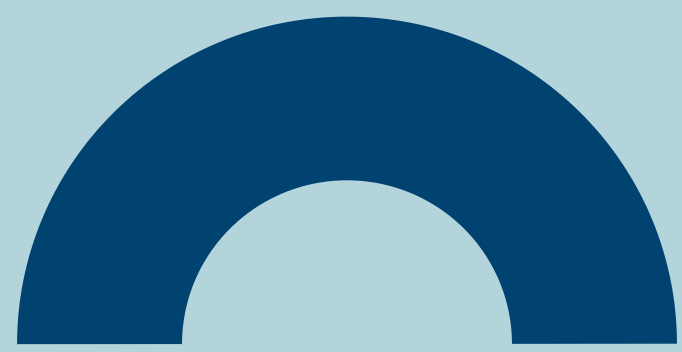


*Client engagement -no decision w/in last 12 months.

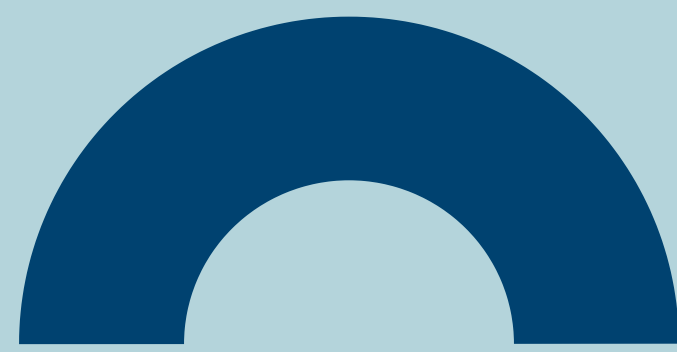
MISSION SPACE COAST ONE VOICE - ONE BRAND



COMMUNITY CONVERSATIONS



40 of 40
Conversations Goal



800 of 800
Participants Goal

COMMUNITY OF CHOICE - DISCOVERY PHASE

PHASE 1 - COMPLETE

LOCAL SURVEY - 755 PARTICIPANTS, 95% CONFIDENCE LEVEL

PHASE 1 - COMPLETE

6 FOCUS GROUPS REACHING 73 PEOPLE

PHASE 1 - COMPLETE

4 EXTERNAL FOCUS GROUPS, 40 PEOPLE (NC, TX)

PHASE 2 - COMPLETE

NATION-WIDE EXTERNAL SURVEY, 800 PARTICIPANTS

EARNED MEDIA*

VALUE **\$324,051**

Goal: \$500,000

EARNED MEDIA
STORIES **33**

Goal: 100

POSITIVE
RATING **100%**

Goal: 95%

*Source: Meltwater, Digital PR Platform

INVESTMENT

INVESTOR ACTIVITY

TOTAL GOAL: \$840,000

NEW & UPGRADED \$65,500

RENEWED \$500,375

SOCIAL MEDIA & WEBSITES

ACCOUNT LIKES / FOLLOWS

FACEBOOK	4,411
TWITTER	1,032
INSTAGRAM	1,271
LINKEDIN	2,233
TOTAL	8,947

TOTAL LIKES GOAL
10,000

TOTAL REACH
226,681
Goal: 500,000

TOTAL WEBSITE VISITS



8,276
Goal: 50,000

1,556 TOTAL VISITS
LIVE BIG CAREER
PAGE

TOTAL GOAL: 25,000

SPACE COAST ADVANTAGES

PALM BAY - MELBOURNE -
TITUSVILLE MSA RANKINGS



ECONOMIC
DEVELOPMENT
COMMISSION
FLORIDA'S SPACE COAST

QUALITY OF LIFE

#7: Melbourne named best place to live in Florida
Forbes, 2023

#3: Best quality of life in U.S.
Scholaroo, 2023

#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*

One of the **20 fastest-growing metros** in nation in second half of 2022.
Moody's Analytics, 2023

#1: Port Canaveral, busiest cruise port in the world in 2022
Seatrade, 2023

#7: Best job growth in the U.S.
Milken Institute, 2022

#10: Best performing large city in the U.S.
Milken Institute, 2023