

# FY 22/23 MANAGEMENT METRICS

OCTOBER 1, 2022 - APRIL 30, 2023



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

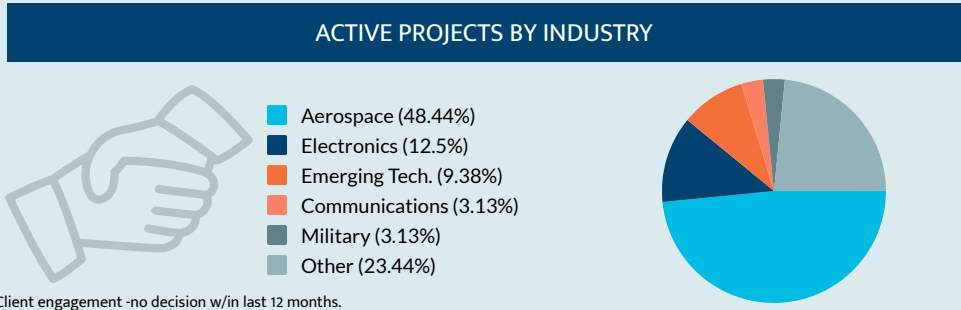
## SECURING BREVARD'S ECONOMIC FUTURE

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

**\$1.79B**  
**17,989 JOBS**

## BUSINESS RECRUITMENT AND RETENTION

EXISTING INDUSTRY ACTIVITY (YTD)		PROJECT ACTIVITY (AS OF 2/28/23)	
GENERAL ASSISTANCE	48	ACTIVE PROJECTS*	67
BUSINESS ADVISOR MEETINGS	53	ACTIVE LEADS	98
<b>38 TOTAL NEW LEADS YTD</b>			

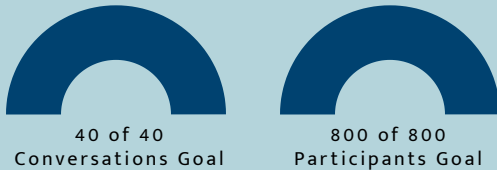


\*Client engagement - no decision w/in last 12 months.

## MISSION SPACE COAST ONE VOICE - ONE BRAND



### COMMUNITY CONVERSATIONS



## 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 **\$454,703**

Goal: \$500,000

EARNED MEDIA  
STORIES **42**

Goal: 100

POSITIVE  
RATING **100%**



Goal: 95%

\*Source: Meltwater, Digital PR Platform

## INVESTMENT

INVESTOR ACTIVITY	TOTAL GOAL: \$840,000
NEW & UPGRADED	\$67,000
RENEWED	\$535,905

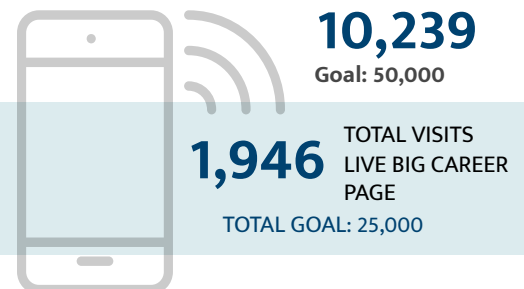
## SOCIAL MEDIA & WEBSITES

ACCOUNT	LIKES / FOLLOWS
FACEBOOK	4,432
TWITTER	1,032
INSTAGRAM	1,287
LINKEDIN	2,272
<b>TOTAL</b>	<b>9,023</b>

**TOTAL  
LIKES GOAL  
10,000**

**TOTAL REACH  
343,681  
Goal: 500,000**

### TOTAL WEBSITE VISITS





## 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*