

FY 22/23 MANAGEMENT METRICS

OCTOBER 1, 2022 - AUGUST 31, 2023



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

SECURING BREVARD'S ECONOMIC FUTURE

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

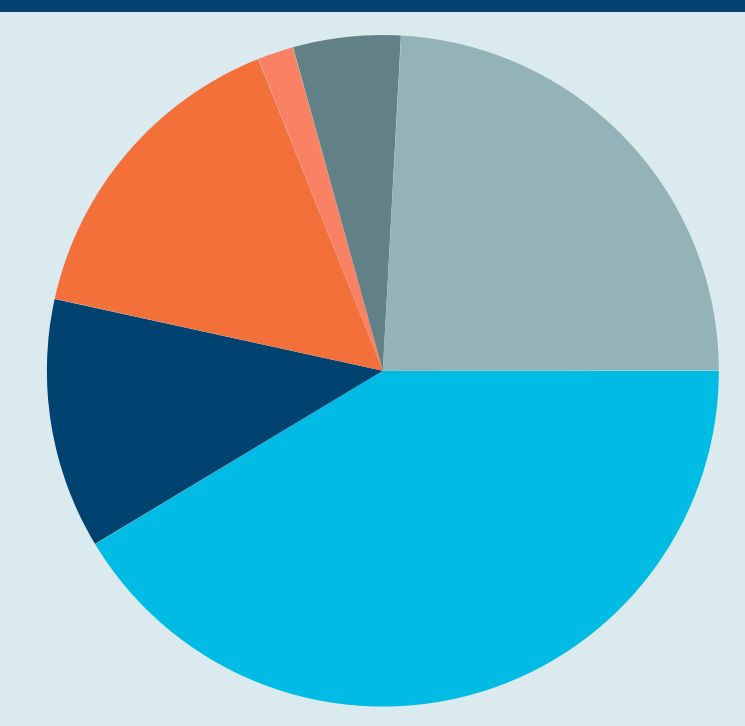
\$1.9B
17,067 JOBS

BUSINESS RECRUITMENT AND RETENTION

EXISTING INDUSTRY ACTIVITY (YTD)		PROJECT ACTIVITY (AS OF 8/01/23)	
GENERAL ASSISTANCE	69	ACTIVE PROJECTS*	58
BUSINESS ADVISOR MEETINGS	103	ACTIVE LEADS	99
		56 TOTAL NEW LEADS YTD	



- Aerospace (41.38%)
- Electronics (12.07%)
- Emerging Tech. (15.52%)
- Communications (1.72%)
- Military (5.17%)
- Other (24.14%)



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

MISSION SPACE COAST ONE VOICE - ONE BRAND



CITY COUNCIL OUTREACH



11 OUT OF 16

COMMUNITY OF CHOICE - VISUALIZATION & DESIGN

PHASE III - IN PROGRESS	15 PRESENTATIONS TO OVER 400 PARTICIPANTS
PHASE III - IN PROGRESS	BRAND LOGO AND TAGLINE
PHASE III - COMPLETE	CORE VALUES AND BRAND PHILOSOPHY DEFINED
PHASE III - IN PROGRESS	6 REPORTING BOARD MEETINGS W/74 PARTICIPANTS

EARNED MEDIA*

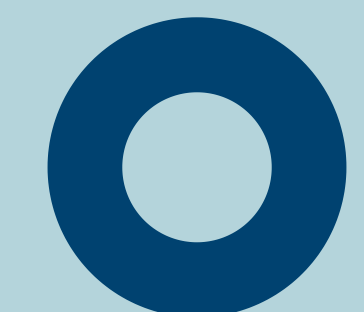
VALUE **\$822,400**

Goal: \$500,000

EARNED MEDIA
STORIES **88**

Goal: 100

POSITIVE
RATING **100%**



Goal: 95%

*Source: Meltwater, Digital PR Platform

INVESTMENT

INVESTOR ACTIVITY TOTAL GOAL: \$840,000

NEW & UPGRADED \$128,000

RENEWED \$842,062

SOCIAL MEDIA & WEBSITES

ACCOUNT	LIKES / FOLLOWS
FACEBOOK	4,550
TWITTER	1,038
INSTAGRAM	1,355
LINKEDIN	2,613
TOTAL	9,556

TOTAL
LIKES GOAL
10,000

TOTAL REACH
788,271
Goal: 500,000

TOTAL WEBSITE VISITS

20,905

Goal: 50,000

3,263

TOTAL VISITS
LIVE BIG CAREER
PAGE

TOTAL GOAL: 25,000



AWAITING
REPORT

SPACE COAST ADVANTAGES

PALM BAY - MELBOURNE -
TITUSVILLE MSA RANKINGS



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DEVELOPMENT
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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

#15: Melbourne ranked best place to live in the U.S., #3 in Florida
U.S. News & World Report, 2023

#3: Melbourne named best place to retire in the U.S.
U.S. News & World Report, 2023

MILITARY



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

The Association of Defense Communities (ADC), 2022

EDUCATION

#1 State for higher education for seven consecutive years
U.S. News & World Report, 2023

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 100: Florida Preparatory Academy named best private high school in Florida
Niche, 2022

TOP 75: Manatee Elementary School named best Florida elementary school
U.S. News & World Report, 2022

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