

FY 22/23 MANAGEMENT METRICS

OCTOBER 1, 2022 - SEPTEMBER 30, 2023



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

SECURING BREVARD'S ECONOMIC FUTURE

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

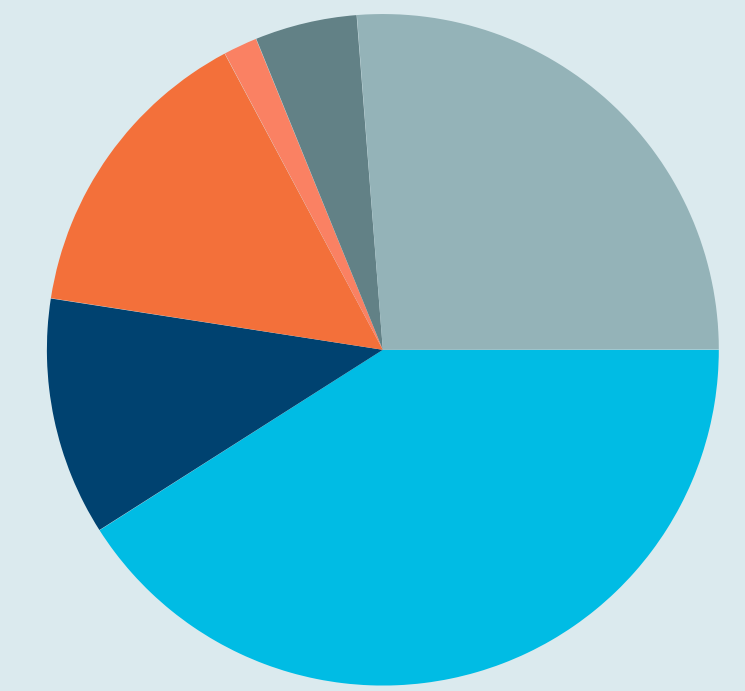
\$1.9B
17,067 JOBS

BUSINESS RECRUITMENT AND RETENTION

EXISTING INDUSTRY ACTIVITY (YTD)		PROJECT ACTIVITY (AS OF 8/01/23)	
GENERAL ASSISTANCE	73	ACTIVE PROJECTS*	61
BUSINESS ADVISOR MEETINGS	107	ACTIVE LEADS	102
		57 TOTAL NEW LEADS YTD	



- Aerospace (40.98%)
- Electronics (11.48%)
- Emerging Tech. (14.75%)
- Communications (1.64%)
- Military (4.92%)
- Other (26.23%)



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

MISSION SPACE COAST
ONE VOICE - ONE BRAND



LAUNCH DATE:
JANUARY 24, 2024

COMMUNITY OF CHOICE - VISUALIZATION & DESIGN

PHASE III - IN PROGRESS	→	17 PRESENTATIONS TO OVER 400 PARTICIPANTS
PHASE III - IN PROGRESS	→	BRAND LOGO & TAGLINE - 12 POP-UP FOCUS GROUPS W/110 PARTICIPANTS
PHASE III - COMPLETE	→	CORE VALUES AND BRAND PHILOSOPHY DEFINED
PHASE III - IN PROGRESS	→	8 REPORTING BOARD MEETINGS W/97 PARTICIPANTS

EARNED MEDIA*

VALUE **\$854,714**
Goal: \$500,000

EARNED MEDIA STORIES **92**
Goal: 100

POSITIVE RATING **100%**
Goal: 95%

*Source: Meltwater, Digital PR Platform

INVESTMENT

INVESTOR ACTIVITY	TOTAL GOAL: \$840,000
NEW & UPGRADED	\$148,000
RENEWED	\$878,790

SOCIAL MEDIA & WEBSITES

ACCOUNT	LIKES / FOLLOWS
FACEBOOK	4,575
TWITTER	1,040
INSTAGRAM	1,365
LINKEDIN	2,660
TOTAL	9,637

TOTAL LIKES GOAL **10,000**

TOTAL REACH **796,277**
Goal: 500,000

TOTAL WEBSITE VISITS

20,905
Goal: 50,000
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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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