

FY 23/24 MANAGEMENT METRICS

OCTOBER 1, 2023 - NOVEMBER 30, 2023



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

SECURING BREVARD'S ECONOMIC FUTURE

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

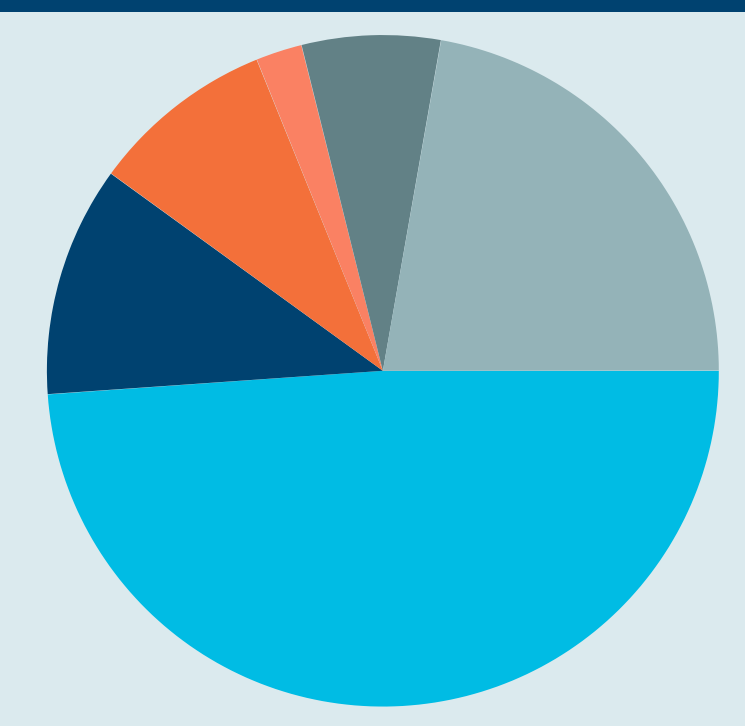
\$1.9B
17,117 JOBS

BUSINESS RECRUITMENT AND RETENTION

EXISTING INDUSTRY ACTIVITY (YTD)		PROJECT ACTIVITY (AS OF 10/01/23)	
GENERAL ASSISTANCE	5	ACTIVE PROJECTS*	45
BUSINESS ADVISOR MEETINGS	21	ACTIVE LEADS	56
5 TOTAL NEW LEADS YTD			



- Aerospace (48.89%)
- Electronics (11.11%)
- Emerging Tech. (8.89%)
- Communications (2.22%)
- Military (6.67%)
- Other (22.22%)



*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	9 REPORTING BOARD MEETINGS W/109 PARTICIPANTS

EARNED MEDIA*

VALUE **\$616,040**

Goal: \$500,000

EARNED MEDIA STORIES **223**

Goal: 100

POSITIVE RATING **100%**

Goal: 95%

*Source: Meltwater, Digital PR Platform

INVESTMENT

INVESTOR ACTIVITY TOTAL GOAL: \$840,000

NEW & UPGRADED \$7,500

RENEWED \$166,750

SOCIAL MEDIA & WEBSITES

ACCOUNT	LIKES / FOLLOWS
FACEBOOK	4,597
x	1,041
INSTAGRAM	1,390
LINKEDIN	2,701
TOTAL	9,729

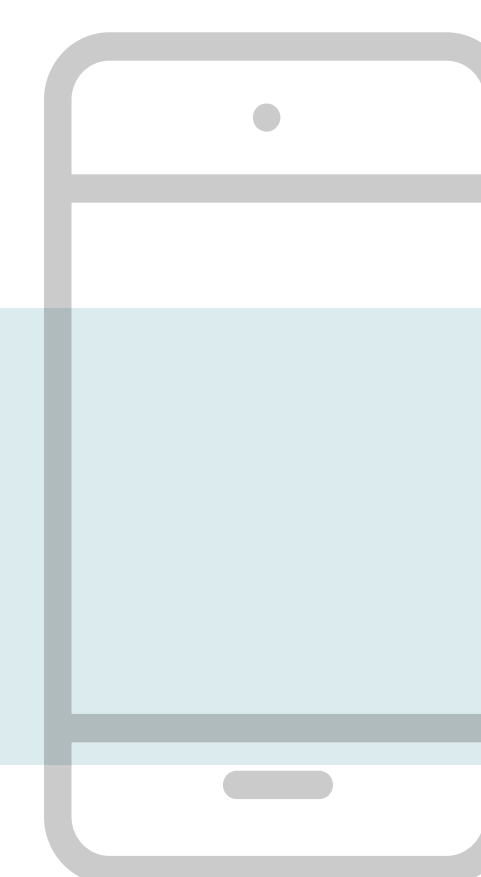
TOTAL LIKES GOAL
10,000

TOTAL REACH
25,200
Goal: 500,000

TOTAL WEBSITE VISITS

5,121
Goal: 50,000

529 TOTAL VISITS
LIVE BIG CAREER PAGE
TOTAL GOAL: 25,000



SPACE COAST ADVANTAGES

PALM BAY - MELBOURNE -
TITUSVILLE MSA RANKINGS



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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