

FY 23/24 MANAGEMENT METRICS

OCTOBER 1, 2023 - MARCH 31, 2024



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

SECURING BREVARD'S ECONOMIC FUTURE

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

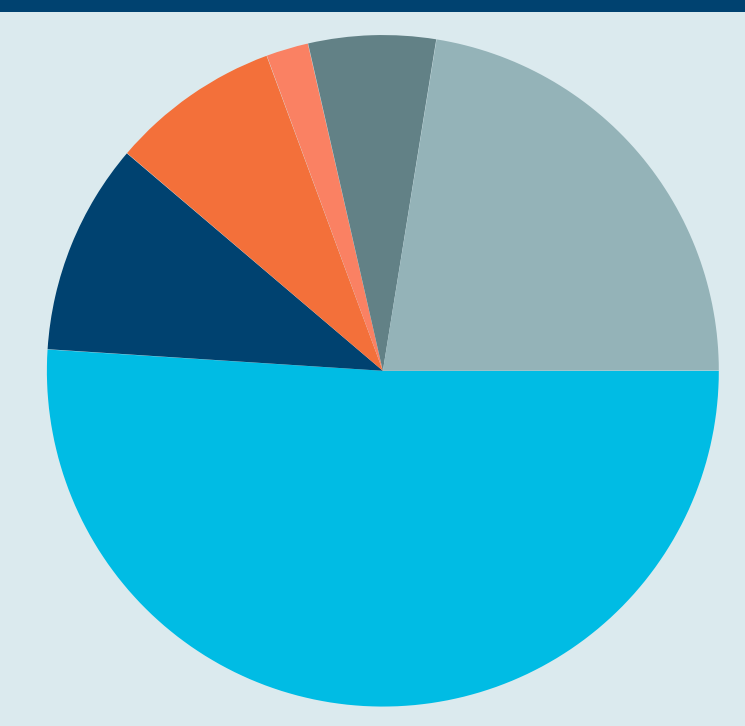
\$1.9B
17,117 JOBS

BUSINESS RECRUITMENT AND RETENTION

EXISTING INDUSTRY ACTIVITY (YTD)		PROJECT ACTIVITY (AS OF 2/29/24)	
GENERAL ASSISTANCE	24	ACTIVE PROJECTS*	48
BUSINESS ADVISOR MEETINGS	40	ACTIVE LEADS	77
31 TOTAL NEW LEADS YTD			



- Aerospace (51.02%)
- Electronics (10.2%)
- Emerging Tech. (8.16%)
- Communications (2.04%)
- Military (6.12%)
- Other (22.45%)



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

COMMUNITY OF CHOICE - VISUALIZATION & DESIGN



LAUNCH DATE:
JANUARY 24, 2024

PHASE III - COMPLETE	17 PRESENTATIONS TO OVER 400 PARTICIPANTS
PHASE III - COMPLETE	BRAND LOGO & TAGLINE - 12 POP-UP FOCUS GROUPS W/110 PARTICIPANTS
PHASE III - COMPLETE	CORE VALUES AND BRAND PHILOSOPHY DEFINED
PHASE III - IN PROGRESS	10 REPORTING BOARD MEETINGS W/124 PARTICIPANTS

EARNED MEDIA*

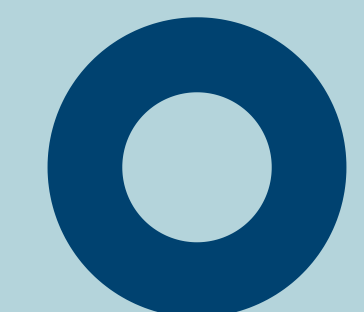
VALUE **\$1,383,768**

Goal: \$500,000

EARNED MEDIA STORIES **240**

Goal: 100

POSITIVE RATING **100%**



Goal: 95%

*Source: Meltwater, Digital PR Platform

INVESTMENT

INVESTOR ACTIVITY TOTAL GOAL: \$840,000

NEW & UPGRADED \$30,000

RENEWED \$476,235

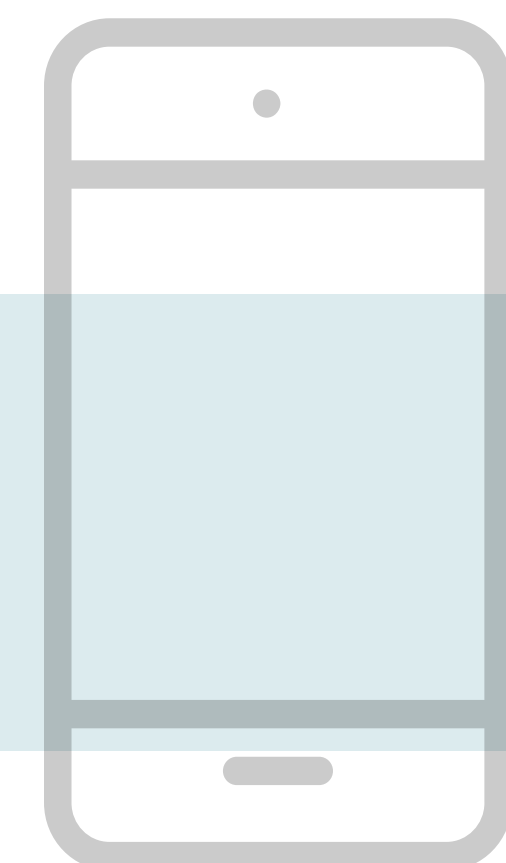
SOCIAL MEDIA & WEBSITES

ACCOUNT	LIKES / FOLLOWS
FACEBOOK	4,779
x	1,050
INSTAGRAM	1,428
LINKEDIN	2,949
TOTAL	10,206

TOTAL LIKES GOAL **10,000**

TOTAL REACH **120,000**
Goal: 500,000

TOTAL WEBSITE VISITS



14,408
Goal: 50,000

3,037 TOTAL VISITS LIVE BIG CAREER PAGE
TOTAL GOAL: 25,000

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, 2024

#5 and #3: Melbourne ranked #5 best place to move to in Florida, Palm Bay #3
USA TODAY Homefront 2024

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

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

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

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