

FY 23/24 MANAGEMENT METRICS

OCTOBER 1, 2023 - JUNE 30, 2024



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

SECURING BREVARD'S ECONOMIC FUTURE

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

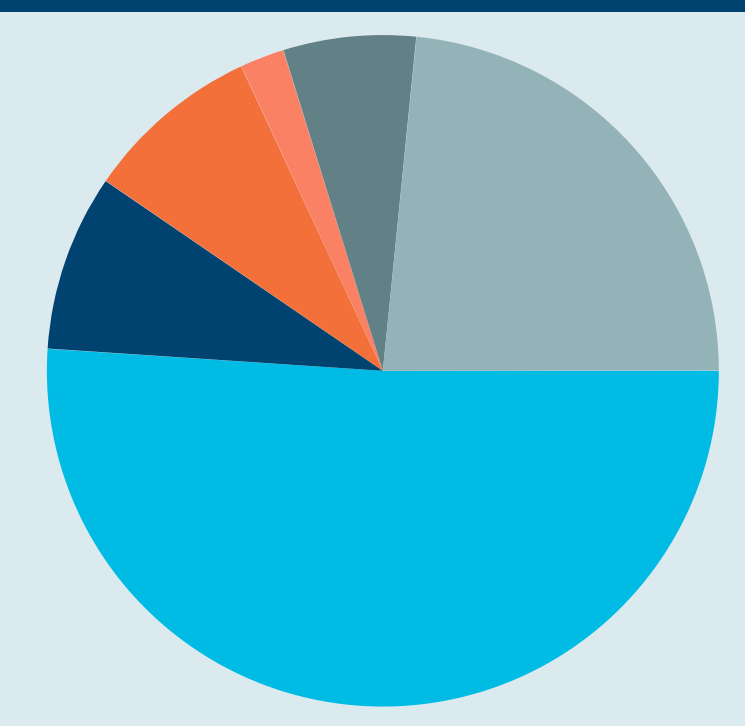
\$1.9B
17,117 JOBS

BUSINESS RECRUITMENT AND RETENTION

EXISTING INDUSTRY ACTIVITY (YTD)		PROJECT ACTIVITY (AS OF 6/30/24)	
GENERAL ASSISTANCE	45	ACTIVE PROJECTS*	47
BUSINESS ADVISOR MEETINGS	79	ACTIVE LEADS	84
		44 TOTAL NEW LEADS YTD	



- Aerospace (51.06%)
- Electronics (8.51%)
- Emerging Tech. (8.51%)
- Communications (2.13%)
- Military (6.38%)
- Other (23.4%)



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

COMMUNITY OF CHOICE - STAKEHOLDER ENGAGEMENT

VIDEO VIEWS:
YouTube 1,308

LAUNCH DATE:
JANUARY 24, 2024



BRAND GUIDE
DOWNLOADS **243**

STAKEHOLDER
PRESENTATION
PARTICIPANTS **457**

INSTAGRAM POSTS
#TOMORROW
LAUNCHESHERE **323**

EARNED MEDIA*

VALUE **\$4,170,807**

Goal: \$500,000

EARNED MEDIA
STORIES **247**

Goal: 100

POSITIVE
RATING **100%**



Goal: 95%

*Source: Meltwater, Digital PR Platform

INVESTMENT

INVESTOR ACTIVITY **TOTAL GOAL: \$840,000**

NEW & UPGRADED **\$63,500**

RENEWED **\$793,538**

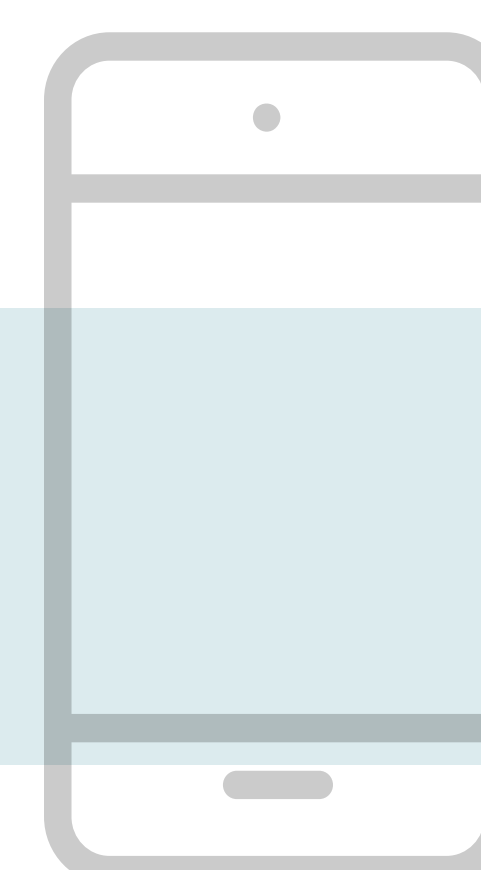
SOCIAL MEDIA & WEBSITES

ACCOUNT	LIKES / FOLLOWS
FACEBOOK	4,857
x	1,058
INSTAGRAM	1,973
LINKEDIN	3,102
TOTAL	10,990

TOTAL
LIKES GOAL
10,000

TOTAL REACH
178,307
Goal: 500,000

TOTAL WEBSITE VISITS



21,354
Goal: 50,000

4,951 TOTAL VISITS
LIVE BIG CAREER
PAGE

TOTAL GOAL: 25,000

SPACE COAST ADVANTAGES

PALM BAY - MELBOURNE -
TITUSVILLE MSA RANKINGS



ECONOMIC
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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

Top Ten: Melbourne ranked in top ten best
places to live in Florida, top 50 the U.S.
U.S. News & World Report, 2024-25

#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.
*BLS Quarterly Census of Employment
and Wages, 2022*

#7: Leading Metro Location for Economic Growth.
Area Development Study, 2024

#3 Workforce Readiness in
the U.S.
Area Development Study, 2024

#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