



ECONOMIC
DEVELOPMENT
COMMISSION
FLORIDA'S SPACE COAST

ANNUAL REPORT

FISCAL YEAR
22/23

(321) 638-2000 WWW.SPACOCOASTEDC.ORG
ONE SMALL STEP FOR YOUR GIANT LEAP



#3, #15

**BEST PLACE TO LIVE IN
FLORIDA, U.S.**

*U.S. NEWS & WORLD
REPORT, 2023*

#10

**BEST PERFORMING
LARGE CITY IN THE
U.S.**

MILKEN INSTITUTE, 2022

#7

**BEST JOB GROWTH IN
U.S.**

MILKEN INSTITUTE, 2022

#1

**STATE FOR HIGHER
EDUCATION**

*U.S. NEWS & WORLD
REPORT, 2023*

TOP 20

**FASTEST GROWING
METROS IN THE U.S. IN
2022**

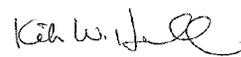
MOODY'S ANALYTICS, 2023

LAUNCHING A LEGACY

Last fiscal year, we embarked on a transformative journey and came together as a community to determine the unique qualities and attributes that distinguish our community from the rest of the world. Through Mission Space Coast, the EDC engaged with the broader community to establish the first unified community brand for Florida's Space Coast. Throughout Fiscal Year 2022/2023 we made significant progress, and are now finalizing the visualization and design phase of this pivotal project.

Mission Space Coast's efforts will result in more than just a brand. It will define the unique qualities of our combined communities under a single unified story that evokes the feelings one gets when thinking of Brevard County. This multi-year effort to unify our region under a single, compelling brand, will enhance our competitive edge on state, national, and global stages, helping to secure economic diversity and resilience for now, and future generations.

The EDC's strategic vision encompasses business environment, business development, innovation, workforce, and community of choice. Progress in each of these areas is noted within this annual report, demonstrating our continued success toward building a prosperous and sustainable future for our community. Highlights include advancements in fostering a business-friendly environment, driving project announcements, and implementing programs that address our talent pipeline needs. These efforts collectively underscore our commitment to ensuring Brevard County thrives for now, and future generations.



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CHAIR OF THE BOARD



LYNDA L. WEATHERMAN
PRESIDENT & CEO



KIRK HALL
CHAIR



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LINDA STOUT
TREASURER



TODD POKRYWA
SECRETARY



BART GAETJENS
IMMEDIATE PAST
CHAIR



LYNDA L. WEATHERMAN
PRESIDENT & CEO

BUSINESS ENVIRONMENT

CULTIVATE A BUSINESS-FRIENDLY ENVIRONMENT AND ADVOCATE FOR PRO-BUSINESS POLICIES AND PROGRAMS

» MAKING AN IMPACT

PATRICK SPACE FORCE BASE & CAPE CANAVERAL SPACE FORCE STATION SELECTED AS HOME OF SPACE TRAINING & READINESS COMMAND (STARCOM HQ) & SPACE DELTA 10

The EDC's notable collaboration with military leadership has established a strong foundation for effective communication and community support. The EDC is proud to have led the effort to secure our local base as the location for training our nation's Guardians for the 21st-century battlefield. This achievement reflects our strategic focus on leveraging our region's unique assets to support national defense initiatives and enhance our local economy.

» AWARD-WINNING MILITARY SUPPORT

On November 16, EDC staff and Officers hosted members of the Florida Defense Support Task Force and the Florida Defense Alliance, entities dedicated to preserving Florida's military installations. This event provided a platform for collaborative discussions and strategic planning for our local programs focused on the military community.

The EDC's Community Leaders Trip to the Pentagon was held April 26 and 27 to facilitate high-level dialogue on critical issues supporting Space Force Commands, community partnerships, and military family support. This event brought together community leaders with the Department of the Air Force and the Office of the Secretary of Defense; reinforcing our commitment to maintaining strong ties with military leadership.

» AN EVENING WITH THE FEDERAL RESERVE

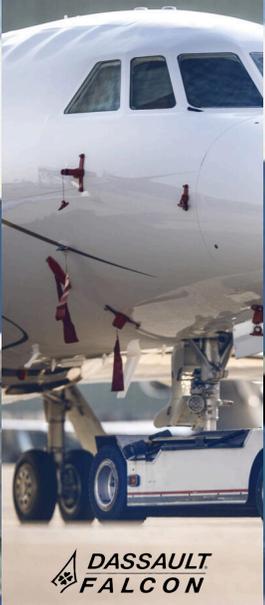
On April 20 the EDC hosted Raphael Bostic, President, Federal Reserve Bank of Atlanta. Facilitated dialogue between President Bostic and EDC President and CEO Lynda Weatherman provided attendees with insights into the impact of national monetary policy decisions on local entities. The visit also included a VIP roundtable discussion with business owners who engaged with President Bostic in a discussion on the region's economic strengths and challenges.



IMAGE: FLORIDA DEFENSE SUPPORT TASK FORCE AND THE FLORIDA DEFENSE ALLIANCE MEMBERS VISIT FLORIDA'S SPACE COAST.



IMAGE: "AN EVENING WITH THE FEDERAL RESERVE" (L) LYNDA L. WEATHERMAN, (R) RAPHAEL BOSTIC



“We extensively evaluated several areas before we found the business environment in Florida, along with its highly skilled workforce on the Space Coast, to be the perfect combination for this project.”

DASSAULT AVIATION
CHAIRMAN AND CEO,
ERIC TRAPPIER

BUSINESS DEVELOPMENT

CREATE POSITIVE ECONOMIC IMPACT BY
ATTRACTING AND RETAINING INVESTMENT WITHIN
TARGETED INDUSTRIES



THE FUTURE IS HERE



ON THE EDGE OF LIFTOFF

Florida's Space Coast, now witnessing nearly 100 annual launches, is at the forefront of the burgeoning space economy. According to Morgan Stanley's Space Team, the global space industry could exceed \$1 trillion by 2040. Our unprecedented surge in launches and commercial space activity underscores the critical role we hold within the global market.

In FY 2022/2023, the EDC announced the selection of Florida's Space Coast for [Dassault Falcon Jet's](#) new major maintenance facility, [Rogue Valley Microdevices Inc.'s](#) second U.S. microfabrication facility, and [Amazon's Project Kuiper](#) payload integration and processing facility.

In addition, [Draper](#) announced it's investment in a Titusville location for a future Strategic Enhanced Ground Test Facility supporting guidance systems for U.S. Navy missiles. [This investment builds upon the success of the 2005 BRAC reversal of the Naval Ordnance Test Unit \(NOTU\), led by the EDC.](#) Since 2005, this reversal has led to the retention or attraction of over 1,500 local jobs, including Lockheed Martin's Fleet Ballistic Missile Headquarters in 2019.

These developments reflect the on-going impacts from the EDC's strategic approach to leveraging existing assets and partnerships to attract and retain key business investment.

IMAGE: RENDERING, AMAZON PAYLOAD INTEGRATION & PROCESSING FACILITY

WORKFORCE

SUPPORT AND PROMOTE A QUALIFIED WORKFORCE MEETING CURRENT AND FUTURE INDUSTRY NEEDS THROUGH TARGETED PROGRAMS AND INITIATIVES

The EDC announced [Space Coast Salutes: Military Launchpad](#), a program designed to provide members of the military community with meaningful employment opportunities. Through the Military Launchpad, the EDC works to integrate military talent with the local workforce through networking opportunities and access to resources.



SPACE COAST BEER TRAIL

[Launches & Lagers](#), the Live Big Guide to SpaceCraft Beer Pairings, has become a local mainstay and is used as a recruitment tool for companies across Florida's Space Coast. During the fiscal year, the program was expended to include the Space Coast Beer Trail digital app, providing a unique tool to educate, attract, and retain top talent to the area. To learn more, and earn a mission patch, visit [LaunchesandLagers.com](#)

DID YOU KNOW?
80% OF JOBS ARE FILLED BY REFERRALS MADE THROUGH NETWORKS.

MILITARY LAUNCHPAD

PURSUE WHAT'S NEXT THROUGH SPACE COAST SALUTES: MILITARY LAUNCHPAD
BRIDGING THE GAP BETWEEN MILITARY SERVICE AND CIVILIAN EMPLOYMENT ON FLORIDA'S SPACE COAST.

YOUR NEXT MISSION AWAITS. VISIT MILITARY LAUNCHPAD TODAY!
[SPACECOASTSALUTES.COM/MILITARY-LAUNCHPAD](#)

SCAN ME

COMMUNITY OF CHOICE

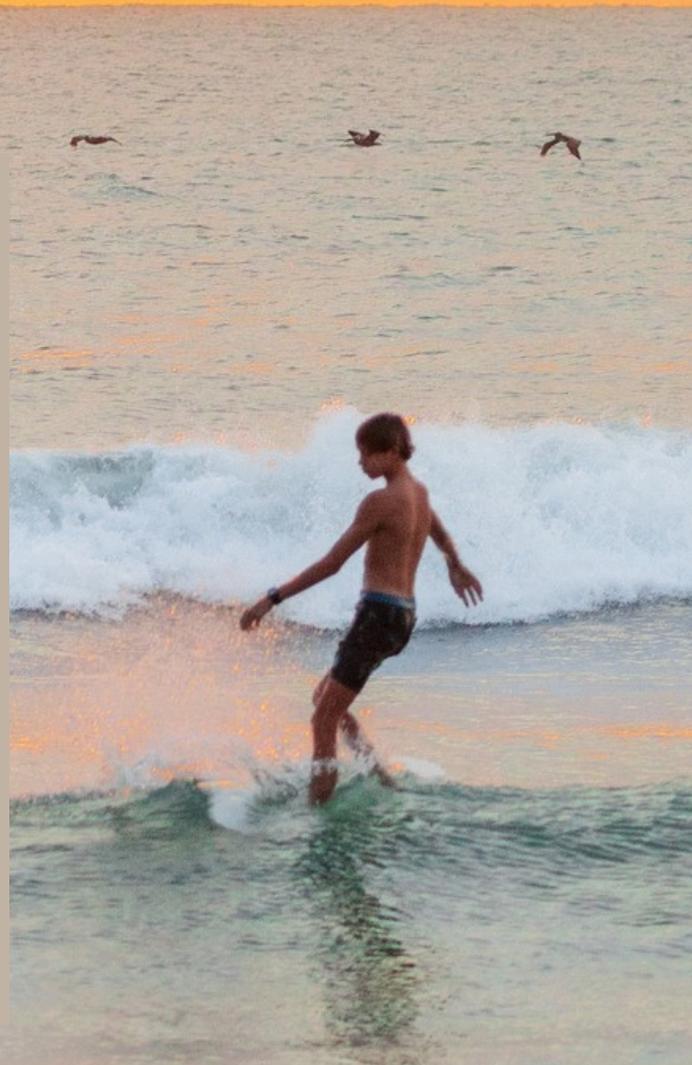
DISTINGUISH FLORIDA'S SPACE COAST AS THE PLACE TO LIVE AND WORK, PARTNERING WITH ORGANIZATIONS TO DEFINE, DEVELOP AND MARKET COMMUNITY ASSETS



“To successfully define Florida’s Space Coast, a community that means so much to all of us, it will take community support from a variety of organizations, both private and public. Let’s define our community before someone else does. Let’s create a successful community branding campaign that is reflective of our home.”

BRETT ESROCK, CHAIR,
EDC REPORTING BOARD

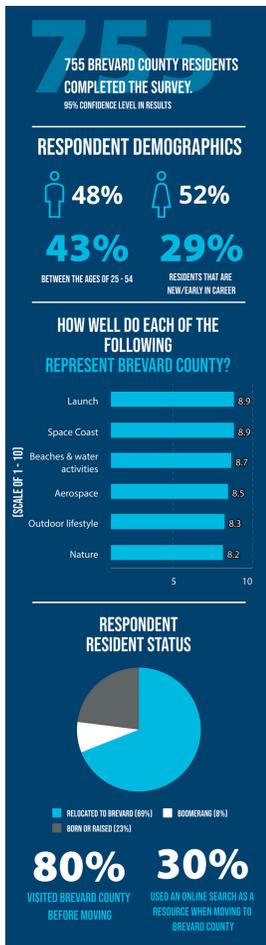
MISSION SPACE COAST
ONE VOICE - ONE BRAND





»» DEFINING OUR STORY

Mission Space Coast: In Fiscal Year 2021/2022, we initiated efforts to engage with the broader community to identify the unique qualities that set our region apart. Significant progress was achieved during FY 2022/2023 as we completed the discovery phase, laying the groundwork for the subsequent visualization and design phase. This strategic effort brings us one step closer to unveiling Brevard County's official community brand story. Throughout this process, our Community of Choice Reporting Board provided valuable feedback to ensure final messages and design authentically reflect our community's quality of life, culture, and history. This collaborative approach has been instrumental in capturing the true essence of our home, preparing us to present a cohesive and compelling brand to the world.



THE MISSION HAS JUST BEGUN...

WATCH NOW



THE EDC SETS OUT TO DEVELOP THE FIRST UNIFIED BRAND FOR BREVARD COUNTY, FLORIDA

IMAGE: A SAMPLE OF RESULTS FROM SURVEYS THROUGH MISSION SPACE COAST

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Lacey Lyons Rezanka

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Hector Rivera

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Jacqueline Rodriguez Valdes

Acuity International

Anthony Romero

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City of West Melbourne

Joe Rowlette

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Sue Schmitt

W + J Construction

Natalie Sellers

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Sara Shell

Griffin Communications Group

Forrest Smalley

Florida City Gas

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Rob Solito

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Sorensen Moving and Storage

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EverythingBrevard.com

Jennifer Sugarman

Northrop Grumman Corporation

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Christian Care Ministry

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Volk Law Office, P.A.

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Kate Wallace

Charter Communications

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Junior Achievement of the Space Coast

Peter Cranis

Space Coast Office of Tourism

Frank DiBello

Space Florida

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North Brevard Economic Devel. Zone

Clinton Hatcher

LEAD Brevard 4 Under 40

Hon. Jennifer Jenkins

Brevard Public Schools

Claudia Jones*

Ex-officio Legal Counsel

Victoria Jones

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Shaunna Lovell

Space Launch Delta 45

Jan

HealthFirst

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NORTH AMERICAN PROPERTIES



**SPACE
COAST**
Association of
REALTORS®

THANK YOU

TO OUR GOVERNOR LEVEL INVESTORS

**ANNUAL
REPORT**

FISCAL YEAR 22/23



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

6525 3RD STREET, SUITE 304
ROCKLEDGE, FL 32955

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