

FY 24/25 MANAGEMENT METRICS

OCTOBER 1, 2024 - NOVEMBER 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)

GENERAL
ASSISTANCE

4

PROJECT ACTIVITY (AS OF 11/30/24)

ACTIVE
PROJECTS*

34

ACTIVE
LEADS

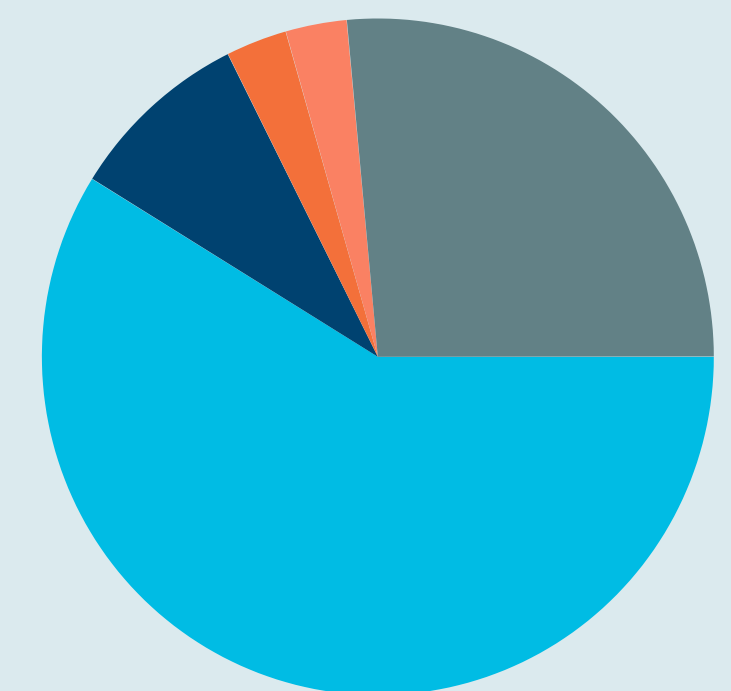
84

8 TOTAL NEW LEADS YTD

ACTIVE PROJECTS BY INDUSTRY



- Aerospace (58.82%)
- Emerging Tech. (8.82%)
- Communications (2.94%)
- Military (2.94%)
- Other (26.47%)



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

COMMUNITY OF CHOICE - STAKEHOLDER ENGAGEMENT

VIDEO VIEWS:

YouTube 1,968

LAUNCH DATE:

JANUARY 24, 2024



**Florida's
Space Coast**

TOMORROW LAUNCHES HERE

BRAND GUIDE
DOWNLOADS

262

STAKEHOLDER
PRESENTATION
PARTICIPANTS

631

INSTAGRAM POSTS
#TOMORROW
LAUNCHESHERE

467

EARNED MEDIA*

VALUE **\$1,670,017**

Goal: \$500,000

EARNED MEDIA
STORIES

15

Goal: 100

POSITIVE
RATING

100%

Goal: 95%

*Source: Meltwater, Digital PR Platform

INVESTMENT

INVESTOR ACTIVITY

TOTAL GOAL: \$840,000

NEW & UPGRADED

\$16,000

RENEWED

\$212,500

SOCIAL MEDIA & WEBSITES

ACCOUNT

LIKES / FOLLOWS

FACEBOOK

5,104

x

1,049

INSTAGRAM

2,446

LINKEDIN

3,287

TOTAL

11,886

TOTAL
LIKES GOAL
10,000

TOTAL REACH

20,558

Goal: 500,000

TOTAL WEBSITE VISITS



3,015

Goal: 50,000

105

TOTAL VISITS
LIVE BIG CAREER
PAGE

TOTAL GOAL: 25,000

SPACE COAST ADVANTAGES

PALM BAY - MELBOURNE -
TITUSVILLE MSA RANKINGS



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DEVELOPMENT
COMMISSION**
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 in 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

#1: Florida ranked Best economy in U.S.
CNBC, 2024

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