



ECONOMIC DEVELOPMENT COMMISSION
OF FLORIDA'S SPACE COAST

FOR IMMEDIATE RELEASE

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**Two Brevard County Companies to be Honored at Governor's
Business Diversification Award Luncheon**

Coastal Steel and Rivian Automotive win coveted awards

Brevard County, Fla. (September 1, 2011) – The Economic Development Commission of Florida's Space Coast (EDC) is pleased to announce that two Space Coast companies have been awarded the 2011 Governor's Business Diversification Award. Coastal Steel and Rivian Automotive were among 18 companies announced as winners out of 107 organizations contending for the awards. The winners will be honored on September 14 during a reception in Tallahassee at the Florida Governor's Mansion.

The Governor's Business Diversification award recognizes outstanding contributions toward improving and diversifying Florida's economy. Awardees have made distinctive community investment efforts, particularly relating to industries targeted for economic development and high wage job growth.

Coastal Steel won the award for the business expansion in a major market category. This category is reserved for companies that expanded operations in 2010, investing capital and creating jobs for Floridians. Coastal Steel is an investor in the EDC.

Rivian Automotive won the award for the Entrepreneurship in a major market category. The entrepreneurship category is for start-up companies (less than 5 years old) that have set a standard for entrepreneurship and creativity.

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“I am pleased to announce that two local companies, Rivian Automotive and Coastal Steel, are being recognized for their success in enhancing Florida’s business climate,” said Lynda Weatherman, president & CEO of the Economic Development Commission of Florida’s Space Coast. “It is innovative companies like these that truly contribute to the success of Brevard County and we are proud to have them representing the Space Coast.”

The Governor’s Diversification Awards are presented in six categories:

- **Business Expansion** – companies that expanded operations in 2010, investing capital and creating jobs for Floridians.
- **Entrepreneurship** – start-up companies (less than 5 years old) that have set a standard for entrepreneurship and creativity.
- **Export Excellence** – companies with a significant increase in documented export sales in 2010.
- **Innovation** – companies, organizations or institutions that through product or process best exemplified innovative leadership in 2010.
- **Newcomer** – For new-to-Florida companies that began operating in 2010.
- **Green-to-Gold** – Florida companies, universities or other organizations that through product or process best exemplified “green” leadership as it pertains to the state’s goal to become a leader in this emerging field.

Competitors for each category included companies, organizations, universities and colleges in similar sized markets: Mid-Market (county population up to 150,000); Major Market (county population 150,001 to 800,000) and Mega Market (county population 800,001 and higher).

About the Economic Development Commission of Florida’s Space Coast

The Economic Development Commission of Florida’s Space Coast is dedicated to attracting new business and investment and expanding existing industry throughout the Space Coast, influencing change on government laws and regulations affecting economic development, promoting the Space Coast to encourage new investment, supporting efforts of Space Coast military installations, and relaying new programs and procedures to assist manufacturing and high tech companies. The EDC is a private, not-for-profit coalition whose stakeholders are business leaders committed to the economic growth and stability of Florida’s Space Coast. Visit www.SpaceCoastEDC.org.

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