



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

**FOR IMMEDIATE RELEASE**

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**EDC Unveils Results of its Three-Year Economic  
Development Strategic Plan**

*New Strategic Plan revealed*

**Brevard County, Fla.** (January 19, 2012) – The Economic Development Commission of Florida's Space Coast (EDC) hosted its quarterly Investor Update yesterday that detailed the results of its three-year economic development Strategic Plan. The event was held at the Brevard Community College's Planetarium & Observatory in Cocoa.

In October 2008, the EDC set out to meet three strategic goals in the span of three years: create 2,250 new jobs, change 12 business-related policies, and become a community of distinction. At the event, the EDC announced that it reached or exceeded all of these goals. The EDC announced that it assisted businesses in creating 2,469 jobs, advocated for 12 changed business policies, and promoted third-party rankings illustrating Brevard County as a community of distinction.

"The EDC created this Strategic Plan at a time when the economy looked very different from today," said Bob Whelen, EDC Chairman of the Board. "However, the organization did not back down from the aggressive goals established in this plan, which is a testament to the caliber of work of this EDC."

Results of the EDC's Strategic Plan included business recruitment and expansion projects over three years representing 2,469 announced jobs, which includes such projects as Professional Aircraft Accessories' expansion in Titusville, Lockheed Martin's expansion into West Melbourne, Harris Corporation's recently-announced \$100M high-tech center in Palm Bay, AAR's relocation of its Airlift Group to Melbourne and Palm Bay, and Embraer's first ever U.S. manufacturing plant locating in Melbourne. The EDC advocated for 12 changed, enhanced or new policies, including streamlined building and site permitting through creation of the S.N.A.P. program, five Brownfield districts being established in Titusville, the City of Melbourne impact fee amendment, and the depreciation rate schedule study that benefited manufacturing.

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The EDC developed a targeted media campaign and promoted third-party rankings in four primary categories including workforce, education, quality of life, and economic vitality. This national recognition illustrates the Space Coast's competitive advantages, which include rankings of: #1 most concentrated high-tech economy in Florida and #7 most concentrated high-tech economy in the U.S. (Milken Institute, 2011); #5 most concentrated high-tech workforce in the U.S. (TechAmerica Foundation, 2010); Top 4% - Brevard Public Schools in reading, science, and math (Florida Dept. of Education, 2011); and #8 – Top place for scientists and engineers to live and work in the U.S. (*Expansion Management* magazine, 2010).

The EDC also revealed its new Strategic Plan and goals for the upcoming year. The new plan focuses on targeted industries, advocating for a competitive business environment and engaging community leaders.

“Our plan going forward is to keep the focus on those industries that serve as our core economic drivers, advocate for pro-business policy, and engage our community leaders,” said Lynda Weatherman, president & CEO of the Economic Development Commission of Florida's Space Coast. “The EDC will continue to ensure our business environment remains competitive and promote our unique advantages to encourage new business and investment throughout the Space Coast.”

The EDC's Business development efforts will be centered on companies providing an economic benefit with a focus on 5 industries: aerospace and aviation; advanced communications; electronics; homeland security and defense; and emerging technologies. Advocacy efforts will be pursued based on their ability to achieve economic competitiveness. Volunteers, community leaders and elected officials will be educated on the competitive advantages of our community enabling them to serve as economic development advocates throughout the community.

### **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](http://www.SpaceCoastEDC.org).

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