



Bridge TO THE FUTURE

A COMMUNITY COALITION PROMOTING ECONOMIC DEVELOPMENT
FOR A BETTER BREVARD COUNTY

How One Community Is Determining Its Future

A high tech backbone

Here on the Space Coast of Florida, for every 1,000 workers, a truly amazing 36.7 are engineers; and most of them are in highly exciting positions on technology's cutting edge. We have traction on the ground and in the high frontier—propelling this region forward in five key industry clusters: Aerospace, Advanced Security, Communications, Electronics and Emerging Technologies.

On the Space Coast, we're changing industrial paradigms in technology buzz arenas such as:

- transformative healthcare IT
- avionics navigation
- battle space communications
- mobile entertainment
- robotic and manned exploration
- biometric security
- optical sighting
- next generation air traffic control

The backbone is strong.

A 3-year strategic plan

As a united community, we are on a Strategic Journey—based on our 5 industry clusters, 4 strategic priorities and 3 worthy goals.

The crafting of this strategic path to the future required leaders at many levels. The process brought together stakeholders from across the region who are now continuing in concert toward the next forward steps. We've identified what it takes to win and win consistently. These tasks are achievable and underway. What we are advancing together will directly benefit this county, its cities and its citizens.

We're on the Space Coast because we want to be. We know others can thrive here, too. It's why we all have a hand in economic development in the first place; it is a means to an end.

We do this work because it improves our businesses, our lives, our communities and our opportunities.

Join the Journey.

" The EDC is taking a very proactive stance for continued business development in Brevard County. Because of the diversity of businesses and the many competing interests in this vibrant community, it is important that a single organization takes the lead to gather resources, talent and the multiplicity of opinions and suggestions to formulate a united front that will move Brevard forward, even during the current economic challenges. EDC is providing that leadership.

— Howard Lance
Chairman, President & CEO, Harris Corporation

" Whether it's called a coalition or referred to by some other term, certainly the Economic Development Commission is a vital force that brings together business organizations in a united front to improve the environment in which existing businesses operate and also strives to attract new businesses to our community. Ultimately, what the public really cares about is not so much what the EDC does, but rather the results that are produced by this cooperative effort. At a time when jobs are at risk, it's important to know that a broad-based organization like the EDC is working to ensure that jobs stay in the county.

— Mike Means
President & CEO, Health First

" A united business community with common or similar goals can achieve more than if businesses act alone. It is imperative that the business community unite behind the plan for it to be effectively implemented. The economy of Brevard County will be driven by diverse industries leading to a stronger economic base for the county which in turn leads to a community that will be recognized as one of the best places to live and work. This recognition will strengthen the county's ability to attract new business.

— Tracy Duda-Chapman
CEO, The Viera Company



Leaders Endorse Economic Strategies



Howard Lance



Mike Means



Richard Ennis



Tom Vice



George Mikitarian



J. Stanley 'Stan' Payne



Tracy Duda-Chapman



Emil Miller



" Ronald Reagan once said, "There are no such things as limits to growth, because there are no limits to the human capacity for intelligence, imagination, and wonder." His words describe the spirit in which the coalition of diverse business and community leaders created this three-year economic strategic plan. Imagine the success we will have when we collectively merge our intelligence, imagination and wonder for a common cause in order to make Brevard County a greater place to live, work and play. Parrish Medical Center understands the importance of leadership for success and is pleased to continue offering its proven leadership capabilities and methods to the efforts of the EDC on behalf of our community.

— George Mikitarian
President & CEO, Parrish Medical Center

" Working as a team we can accomplish the priorities set out in the EDC Strategic Plan. Doing so is important to our combined future success. Northrop Grumman, as a major element of the Space Coast's aerospace industrial cluster, is committed to our joint regional growth.

— Tom Vice
Sector Vice President & General Manager,
Battle Management & Engagement Systems Aerospace Division,
Northrop Grumman Aerospace Systems

" The EDC plan provides a direction to focus our limited resources in a time of economic stress. It sets in writing defined goals to accomplish. We are experiencing fierce competition from other Florida communities and communities around the United States. We must get serious in preparing our offers to attract new business, or retain existing ones, if we want to survive economically. The public perception is that economic development only benefits the private sector, not the public at large. We need to help the public better understand the public benefits of economic development. I was born here, and I raised my family here. Any success that benefits the community benefits all of us.

— Richard Ennis
Executive Director, Melbourne International Airport

" Port Canaveral historically has served as an economic engine for Brevard and Central Florida. The Canaveral Port Authority not only embraces its important leadership role, but also supports the strategic initiatives designed to make our region more competitive and which contribute to the area's prosperity. It is imperative that all business sectors and leaders work cooperatively to meet the significant challenges facing our community, as well as recognize, position and seize beneficial opportunities.

— J. Stanley 'Stan' Payne
CEO, Canaveral Port Authority

" A vision becomes reality, when a road map is applied. The EDC's strategic plan is a road map of priorities, goals and clusters that will achieve growth, success and leadership for Brevard now and into the future.

— Emil P. Miller
President & CEO, Wuesthoff Health System

WE'RE ON A *Journey* OF MANY STEPS

This **Journey of Many Steps** is outlined in a **Strategic Plan** that has the support of an active

Community Coalition, that directly represents more than 55,000 employees in this county.

Working with our leaders, our chambers and our cities, we are growing the influence of this group, rising to the challenges we have identified together.



5 Industry Clusters

Five targeted industry clusters—where we have traction now and can reasonably expect to grow, succeed and lead.

- Aerospace
- Advanced Security
- Communications
- Electronics
- Emerging Technologies

4 Strategic Priorities

We are focused on four strategic priorities including:

- Business Development
- Competitive Business Environment
- Marketing and Communications
- Resource Development and Allocation

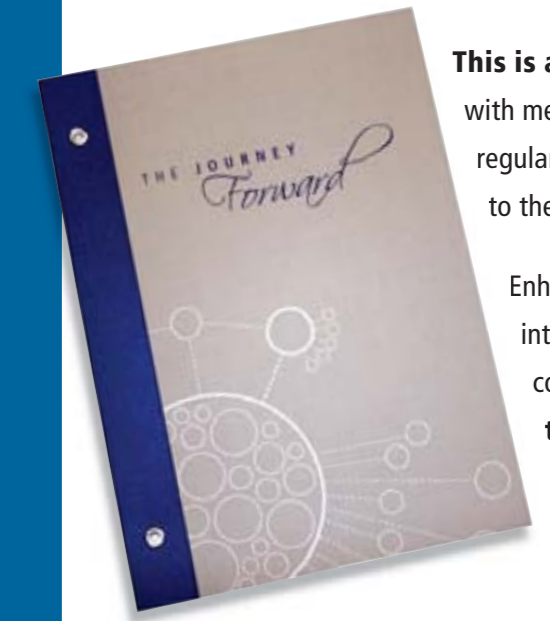
3 Measurable Goals

Frequent milestone tracking and benchmarking will ensure we have the opportunity to recalibrate for the success of the plan.

- 2,250 New Jobs
- 12 Changed Business Policies
- Become a Community of Distinction by achieving national commendation



The Journey Forward



This is a 3-year plan, with measurements and regular progress reports to the community.

Enhanced business intelligence and increased cooperation are critical to our future success.

To learn more, visit our website at www.SpaceCoastEDC.org/journey and contact us at plan@SpaceCoastEDC.org for ways you can help.



WE DO THIS WORK TO IMPROVE OUR BUSINESSES, OUR LIVES, OUR COMMUNITIES AND OUR OPPORTUNITIES



“
**Coming together is a beginning,
 staying together is progress,
 working together is success.**
 ”

— Henry Ford



Cocoa Beach Area Chamber of Commerce
 Brenda Fettrow, Chairman of the Board
 Melissa Stains, President & CEO



Melbourne/Palm Bay Area Chamber of Commerce
 Joel Boyd, Chairman of the Board
 Christine Michaels, President & CEO



Greater Palm Bay Area Chamber of Commerce
 Dr. Jeff MonteLeon, Chairman of the Board
 Kathleen Bishop, President & CEO



Titusville Area Chamber of Commerce
 Janet Cathy, Chairman of the Board
 Marcia Gaedecke, President & CEO



Florida Institute of Technology
 High Tech with a Human Touch



Sixteen municipalities make up the Space Coast of Florida.
 Together, the EDC leads efforts to connect, develop and enhance our area to the benefit of our citizens.

- City of Cape Canaveral • City of Cocoa • City of Cocoa Beach • Town of Grant-Valkaria
- Town of Indialantic • City of Indian Harbour Beach • Town of Malabar • City of Melbourne
- Town of Melbourne Beach • Town of Melbourne Village • City of Palm Bay • Town of Palm Shores
- City of Rockledge • City of Satellite Beach • City of Titusville • City of West Melbourne

Supporting Economic Strategies for a Better Brevard



ASSOCIATED INDUSTRIES OF FLORIDA
 The Voice of Florida Business Since 1920



Brevard Workforce
 Development Board, Inc.



Space Coast
 Association of REALTORS®
 Serving all of Brevard County.

A coalition initiative of the Economic Development Commission of Florida's Space Coast



ECONOMIC DEVELOPMENT COMMISSION
 OF FLORIDA'S SPACE COAST

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