

ECONOMIC DEVELOPMENT COMMISSION OF FLORIDA'S SPACE COAST

FY 2010/2011, Third Quarter Report

Prepared for the Brevard County Board of County Commissioners

STRATEGIC MEASUREMENTS INCLUDED IN THIS REPORT:

- BUSINESS DEVELOPMENT
 - New Jobs Announced by Fiscal Year
 - Open/Active Project Counts
 - Monthly Activity
 - New Jobs Goal Progress
 - Active Client Projects List

- COMPETITIVE BUSINESS ENVIRONMENT
 - Policy Development Progress
 - Tracking/Level Assignment

- MARKETING AND COMMUNICATIONS
 - Website Traffic
 - Media Placements
 - Earned Media Goal Progress

- COMMUNITY OF DISTINCTION
 - Accolades Received
 - Accolades Pursuing

- RESOURCE DEVELOPMENT
 - Investor Recruitment Update
 - New Investor Funding Goal Progress

BREVARD COUNTY BOARD OF COUNTY COMMISSIONERS:

We are pleased to provide you with this Third Quarter report for Fiscal Year 2010/2011.

After announcing in November of 2010 that AAR Corp. had chosen to locate its airlift operation on the Space Coast, the EDC officially welcomed the aviation company to the community. The EDC put forth great effort to secure this project as the company officially began its Space Coast operations on April 18th. This project had a swift and immediate impact to Brevard County delivering 225 jobs and a projected economic impact of \$42.3 million.

The EDC, in collaboration with several economic development partners, successfully retained Professional Aircraft Accessories (PAA) in Titusville. In the fall of 2010, given the need for additional working space and the desire to reduce facility lease costs, PAA considered relocating its operation. The EDC's efforts helped close the gap between local lease costs and those that PAA had identified outside of the Titusville area. These EDC's involvement, in conjunction with our community partners, resulted in 135 retained jobs as well as a company expansion that will eventually add 50 new jobs.

At our May Investor Update Meeting, the EDC was pleased to recognize four municipalities that were awarded the newly created S.N.A.P. designation. Brevard County, City of Cocoa, City of Palm Bay and the City of Rockledge demonstrated excellence in streamlining the building and site permitting process. S.N.A.P., a program of the EDC, is an acronym for Simplified, Nimble, Accelerated Permitting.

The EDC provided expertise and contributed to the passage of the Single Sales Factor Legislation and the Titusville Brownfield designations. The City of Titusville officially designated these new areas as of June 2011.

The EDC continued its advocacy efforts by encouraging the U.S. Coast Guard to consider available capacity at Port Canaveral, as well as promoting the Space Coast's competitive advantages to NASA, USAF and industry leaders at the National Space Symposium. The EDC also supported the Baker Hostetler Central Florida Partnership trip to Washington, D.C. to encourage federal officials to support space related research and development on the Space Coast.

At this year's Florida Economic Development Council's Annual Conference, the EDC was recognized with two of the organization's most prestigious awards. In addition to receiving the "Deal of the Year" award for our work with AAR Corp., Lynda Weatherman, President & CEO, was recognized as the "Eunice Sullivan Professional of the Year."

For a closer look at the benchmarks, goals and measurements that carried us through the quarter, we invite you to view our Strategic Plan Tracking Report, as of March 31, 2011, on the corresponding pages.

We appreciate your continued contributions. If we can answer questions about this report, please contact either of us at your convenience.



Lynda Weatherman
President and CEO



Bob Whelen
Chairman of the Board



(1) BUSINESS DEVELOPMENT

Target and **pursue** cluster-related industries to create value-added jobs. **Maintain** and **grow** our strong industrial base.

(2) COMPETITIVE BUSINESS ENVIRONMENT

Advocate and **make change** in areas determined to improve the business environment.
Shift public and private policies **to achieve** economic competitiveness.

(3) MARKETING AND COMMUNICATIONS

Promote Brevard regionally, nationally and internationally. **Grow** and **empower** the coalition with a cohesive voice.

(4) RESOURCE DEVELOPMENT AND ALLOCATION

Increase and **diversify** funding stream to **support** strategic initiatives.
Align budgets and resources to **strategic priorities** and **goals**.

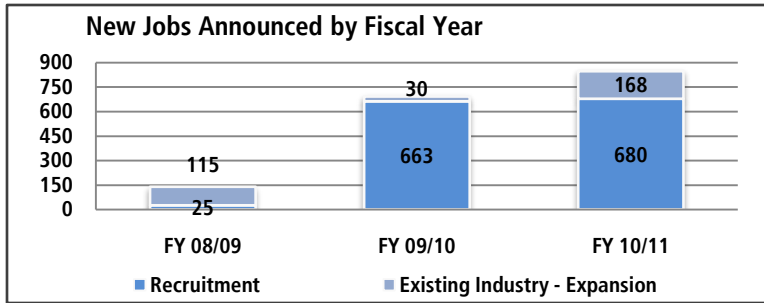
THE WORK SURROUNDING THE PRIORITIES OUTLINED ABOVE SUPPORTS THE FOLLOWING THREE GOALS:

(1) 2,250 NEW JOBS

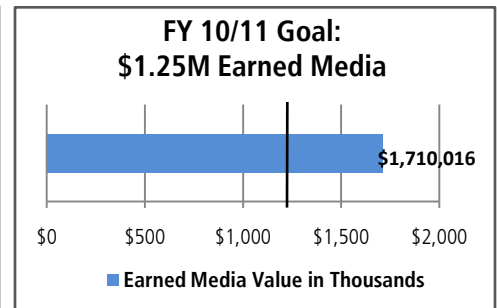
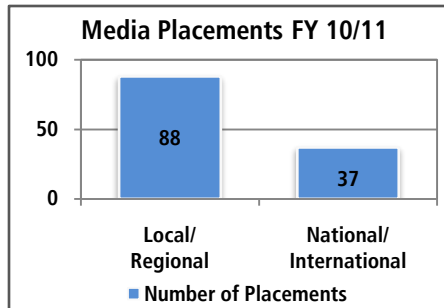
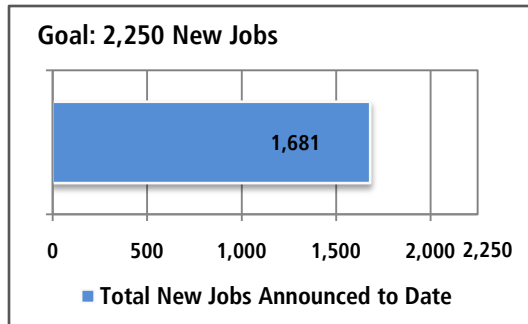
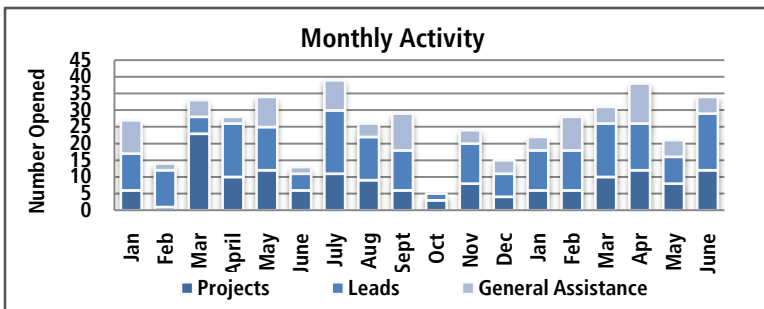
(2) 12 CHANGED BUSINESS POLICIES

(3) BECOME OF COMMUNITY OF DISTINCTION

BUSINESS DEVELOPMENT



Project Type	Opened June	Opened FY 10/11	Active
Projects	12	72	81
Leads	17	120	38
General Assistance	5	63	14



COMPETITIVE BUSINESS ENVIRONMENT

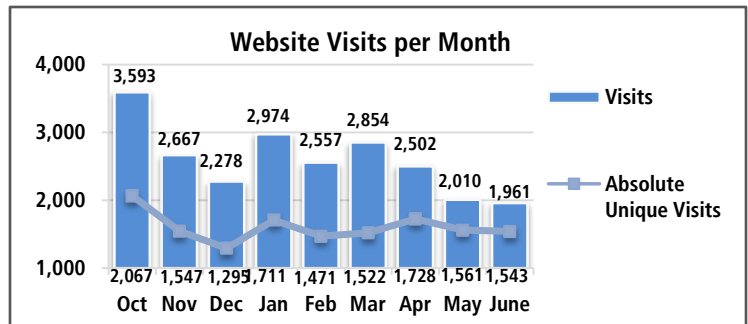
Goal: 12 Changed Business Policies

Policy Development	Level 1	Level 2	Total
Identified	8	8	16
Hold	1	0	1
Dropped	2	0	2
Selected	5	8	13
In Process - EDC	0	1	1
In Process - Partner	0	0	0
Completed / No Change	1	0	1
Completed / Changed	4	7	11

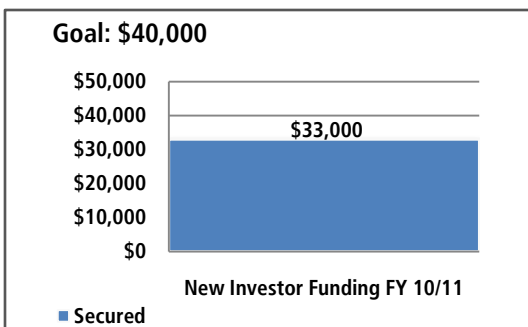
*Level 1: Significant Business Environment Change

*Level 2: Supportive Business Environment Change

MARKETING AND COMMUNICATIONS



RESOURCE DEVELOPMENT



Investor Recruitment	FY 10/11
Contacted	133
New Investors	15
Upgraded Investors	2
Verbal Commitments	2

COMMUNITY OF DISTINCTION

Brevard County Accolades Received	Goal: 12 Targeted Rankings
WORKFORCE	
#8 – Brevard MSA- Top place for scientists and engineers to live and work in the U.S. <i>Expansion Management</i> , 2011	
#3 – Brevard MSA- Nation's 100 largest metropolitan areas in percentage of workforce with jobs tied to products sold overseas, Brookings Institute, 2010	
EDUCATION	
Top 4% - Brevard Public Schools- In Reading, Math and Science in Florida, FL Dept. of Education, 2011	
Top 6% - Brevard Public Schools - U.S. Schools on High School Challenge List, Washington Post, 2011	
FIT – One of the nation's top doctoral universities, 20 consecutive years, U.S. News & World Report, 2010	
#2 – Brevard Public Schools - Educational Excellence, FL Department of Education, 2009	
QUALITY OF LIFE	
Brevard MSA – Best Family Friendly Vacations, U.S. & Canada, Tripadvisor.com, 2011	
#2 – Indialantic – America's Most Romantic Cities, Korbel consumers poll, 2009	
#11 – Palm Bay – America's Most Innovative Cities, <i>Forbes</i> , 2010	
ECONOMIC VITALITY	
Brevard MSA- Top Locations to Watch, <i>Area Development</i> , 2011	
#1 – Brevard MSA- Most concentrated high-tech economy in Florida, Milken Institute, 2010	
#5 – America's Top Cybercities, Tech America Foundation, 2010	
#8 – Brevard MSA- Top 100 U.S. Tech Centers, <i>BizJournals</i> , 2009	
#15 – Brevard MSA- Most concentrated high-tech economy in the U.S., Milken Institute, 2010	

* Job numbers provided by companies

Active Client Projects as of June 30, 2011

Project Number	Project Type	Lead From	Industry Type	Industry Cluster	Capital Investment	Jobs	Wages
(09/10) 11-1-2-RE	Recruitment	Coalition Partners	High Tech	Military		100	
EDC-1005143	Recruitment	Referral	Manufacturer	Aerospace	\$6,000,000	55	\$62,500
EDC-1005145	Recruitment	Developer/Broker	Manufacturer	Emerging Technologies		30	\$31,200 - \$41,600
EDC-1006153	Recruitment	EDC Investor	High Tech	Aerospace	\$163 million	550	\$60,000
EDC-1007156	Existing Industry	EFI	High Tech	Aerospace		28	\$139,755
EDC-1008170	Existing Industry	Coalition Partners	Manufacturer	Electronics	0	15 to 20	
EDC-1009174	Recruitment	Other	Manufacturer	Other	2310000	30	\$80,000
EDC-201010-103	Recruitment	EFI	Manufacturer	Military			
EDC-201012-114	Recruitment	Website	Manufacturer	Aerospace			
EDC-201101-117	Recruitment	Website	Distributor	Other	\$900,000	20	\$40,000 - \$120,000
EDC-201101-118	Recruitment	EFI	Manufacturer	Other	\$1,500,000		
EDC-201101-120	Existing Industry	Coalition Partners	Manufacturer	Other	\$900,000	18	\$44,222
EDC-201101-121	Recruitment	Repeat Client	Manufacturer	Emerging Technologies			
EDC-201102-124	Recruitment	EFI	Manufacturer	Other	\$10,000,000		
EDC-201102-128	Recruitment	EDC Investor	Manufacturer	Other	\$1,500,000	40	\$31,200
EDC-201103-132	Recruitment	Coalition Partners	High Tech	Advanced Security	\$25,000		
EDC-201103-134	Existing Industry	Other	expansion	Other	\$100,000	10-15	\$50,000
EDC-201103-135	Recruitment	EFI	Manufacturer	Emerging Technologies		150	45834
EDC-201103-136	Recruitment	Website	High Tech	Other	500000		
EDC-201103-137	Existing Industry	Coalition Partners	Manufacturer	Other	\$7,500,000	150	\$46,000
EDC-201103-139	Recruitment	Other	Service Provider	Other			
EDC-201103-140	Recruitment	Coalition Partners	Service Provider	Other			
EDC-201104-145	Recruitment	Municipalities	Manufacturer	Electronics	\$500,000	50	\$45,834
EDC-201104-147	Recruitment	Coalition Partners	Manufacturer	Other	\$1-2M	10-15	\$40-60,000
EDC-201104-148	Recruitment	EFI	Manufacturer	Emerging Technologies	\$30,000,000		\$45,000
EDC-201104-149	Recruitment	EFI	Manufacturer	Emerging Technologies	\$26,000,000		\$85,000
EDC-201104-152	Recruitment	EFI	Manufacturer	Other	\$2,000,000		\$45,834
EDC-201105-157	Recruitment	EDC Investor	Service Provider	Other	1 Billion		
EDC-201105-158	Existing Industry	Website	Manufacturer	Other	\$1,100,000	18	\$34,000
EDC-201105-161	Recruitment	EFI	Service Provider	Communications			
EDC-201105-162	Recruitment	Website	Manufacturer	Other			
EDC-201106-166	Existing Industry	Other	Manufacturer	Other			
EDC-201106-167	Recruitment	EFI	Service Provider	Aerospace	10,000,000		65,000
EDC-201106-170	Recruitment	EFI	Manufacturer	Emerging Technologies	\$12,000,000	250	\$110,000
EDC-201107-177	Existing Industry	EDC Investor	Service Provider	Aerospace	\$38,800,000		

EDC is currently working 81 projects of which 35 projects listed above are expected to make decisions by 1st quarter, calendar year 2012.

Policy Development Tracking as of June 30, 2011	Currently Pursuing	Start Date	Estimated Completion Date	Actual Completion Date
Policy Description				
Level 1				
Depreciation Rate Schedule Study	COMPLETE	Q4 - FY07/08	-	Q2 - FY09/10
Building Permitting Process	COMPLETE	Q4 - FY08/09	-	Q2 - FY10/11
Site Permitting Process	COMPLETE	Q4 - FY08/09	-	Q2 - FY10/11
Statute for Economic Emergencies Amendment	COMPLETE	Q1 - FY10/11	-	Q3 - FY10/11
Level 2				
Industry Council assisting Brevard Public Schools (BPS) in development of curriculum for the new Heritage High Manufacturing Academy	COMPLETE	Q1 - FY09/10	-	Q3 - FY09/10
Help implement AVT Program for City of West Melbourne	COMPLETE	Q2 - FY09/10	-	Q4 - FY09/10
Spaceport Commerce Park Revised Restrictive Covenants	✓	Q2 - FY 08/09	Q4 - FY 10/11	-
Foreign Trade Zone (FTZ) Associated Site Framework (ASF) Designation Support	COMPLETE	Q1 - FY09/10	-	Q2 - FY09/10
AVT Rescinding Language Change	COMPLETE	Q3 - FY 08/09	-	Q1 - FY09/10
West Melbourne Brownfield Program	COMPLETE	Q4 - FY08/09	-	Q1 - FY09/10
Establishment of one additional municipal Brownfield district	COMPLETE	Q1 - FY10/11	-	Q3 - FY10/11
Single Sales Factor	COMPLETE	Q1 - FY10/11	-	Q3 - FY10/11
Pursued - No Change				
Renewable Energy Policy	COMPLETE	Q1 - FY10/11	-	Q3 - FY10/11