

# ECONOMIC DEVELOPMENT COMMISSION OF FLORIDA'S SPACE COAST

FY 2011/2012, First Quarter Report (October 2011-December 2011)

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 First Quarter report for Fiscal Year 2011/2012.

**The EDC announced 5 projects this past quarter, representing 758 announced jobs, over \$150 million in capital investment, and \$93.05M in economic impact.** The announcements include: The Boeing Company will develop and manufacture its SCT-100 commercial crew capsule at Kennedy Space Center, anticipating 550 new jobs by 2015; Harris Corporation will build a new \$100 million high-tech center in Palm Bay, creating 100 new technical and 300 construction jobs over 3 years; Escent Technologies will locate an operation in Palm Bay, creating 50 jobs and a \$500,000 capital investment; Pharma Chemie will locate in Melbourne, generating 40 jobs over 3 years and a \$1 million capital investment; and IntelliFuel Systems will expand in Titusville, increasing its workforce to 48 employees and generating a \$1.8 million capital investment.

**The EDC hosted Embraer's new Customer Center opening, Professional Aircraft Accessories' groundbreaking, and GE Aviation's Small Business Supplier Symposium.** On December 5, the EDC joined Embraer Executive Aircraft as the company presented its first Melbourne-produced executive jet at its Customer Center opening event. On December 12, Professional Aircraft Accessories in Titusville hosted a groundbreaking event for its business expansion, which will bring its facility to nearly 57,000 square feet. GE Aviation, in conjunction with the EDC, hosted an Aviation Small Business Supplier Symposium on December 14, showcasing how small Florida-based businesses could serve as potential GE Aviation suppliers.

**In policy development and military affairs, the EDC secured \$142,500 in State Defense Grants and awarded SNAP certification to Cape Canaveral, Melbourne, Titusville, and West Melbourne.**

The EDC was successful in securing an \$80,000 Defense Infrastructure Grant and a \$62,500 Defense Reinvestment Grant as part of Florida's state defense grant program to assist in military infrastructure projects. Additionally, as a result of the EDC Development Council's best practices model for permitting, the City of Melbourne amended the timing of when it collects impact fees. This achievement enabled the EDC to reach its goal of 12 changed business policies. Four more municipalities attained SNAP certification – Cape Canaveral, Melbourne, Titusville, and West Melbourne (contingent upon passage of local ordinance on January 17), and will be recognized at the EDC's Investor Update meeting on January 18.

**The EDC's Industry Council, in partnership with the Florida Manufacturing Extension Partnership, introduced its new Space Coast Manufacturing Capabilities Database this quarter.** This database is designed to promote local procurement through a centralized source.

In December, *Space Coast Business* magazine named Lynda Weatherman as one of its "2011 Business Leaders of the Year," which celebrates prominent business leaders and their accomplishments.

The **EDC January Investor Update** meeting is one not to be missed and we invite you to attend. The meeting is scheduled for **Wednesday, January 18 from 5:00 p.m. – 7:30 p.m. at the BCC Planetarium & Observatory in Cocoa.** At the meeting, the EDC will reveal the results of our three-year Economic Development Strategic Plan and unveil our new Strategic Plan.

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

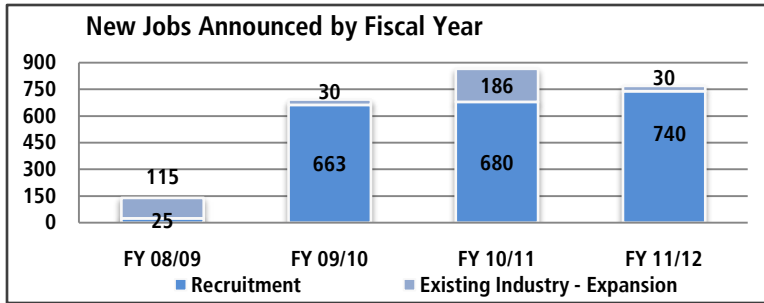


Lynda Weatherman  
President and CEO

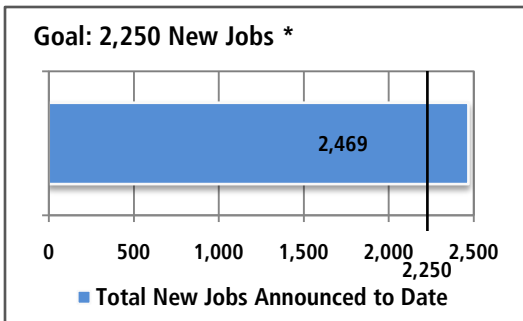
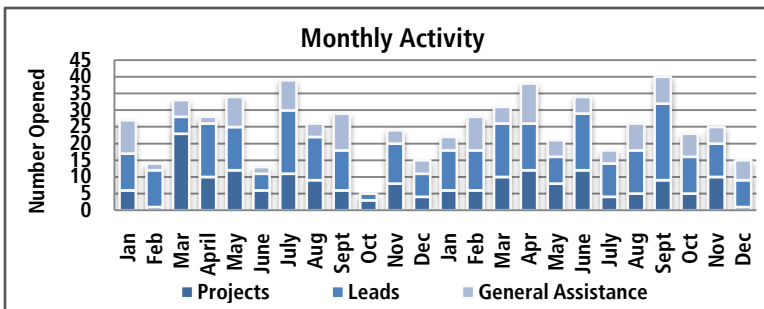


Bob Whelen  
Chairman of the Board

**BUSINESS DEVELOPMENT**

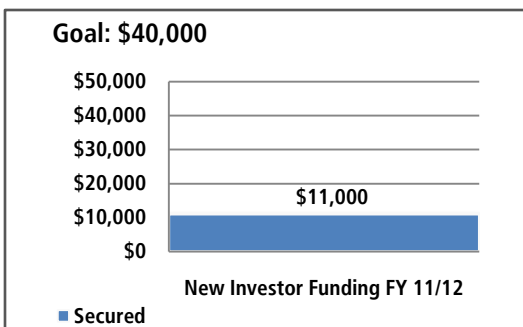


Project Type	Opened Dec	Opened FY 11/12	Active
Projects	1	17	88
Leads	8	30	53
General Assistance	6	17	8



\* Job numbers provided by companies

**RESOURCE DEVELOPMENT**



Investor Recruitment	FY 11/12
Contacted	16
New Investors	7
Upgraded Investors	1
Verbal Commitments	3

**COMPETITIVE BUSINESS ENVIRONMENT**

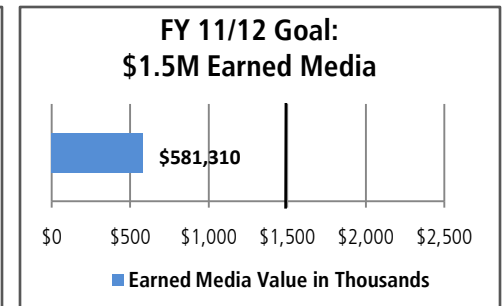
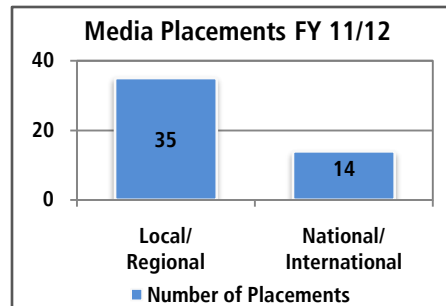
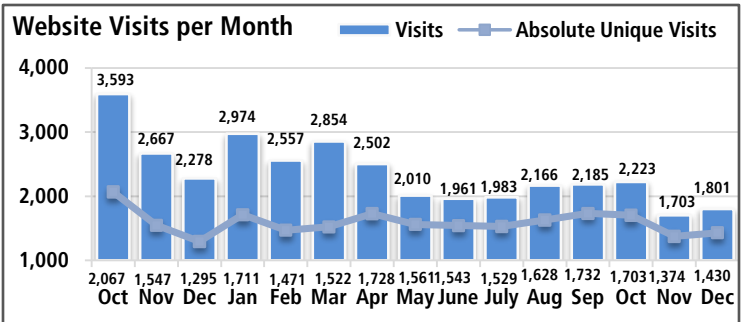
Goal: 12 Changed Business Policies

Policy Development	Level 1	Level 2	Total
<b>Identified</b>	<b>10</b>	<b>8</b>	<b>18</b>
Hold	1	0	1
Dropped	2	0	2
<b>Selected</b>	<b>7</b>	<b>8</b>	<b>15</b>
In Process - EDC	1	0	1
In Process - Partner	0	0	0
Completed / No Change	1	1	2
<b>Completed / Changed</b>	<b>5</b>	<b>7</b>	<b>12</b>

\*Level 1: Significant Business Environment Change

\*Level 2: Supportive Business Environment Change

**MARKETING AND COMMUNICATIONS**



**COMMUNITY OF DISTINCTION**

Brevard County Accolades Received	Goal: 12 Targeted Rankings
<b>WORKFORCE</b>	
#1 – Number of engineers per 1,000 workers, <i>U.S. Bureau of Labor and Statistics, 2010</i>	
#3 – Workforce with jobs tied to products sold overseas, <i>Brookings Institute, 2010</i>	
#5 – Most concentrated high-tech workforce in the U.S., <i>TechAmerica Foundation, 2010</i>	
#8 – Top place for scientists and engineers to live and work in the U.S., <i>Expansion Management, 2010</i>	
<b>EDUCATION</b>	
#2 – Brevard Public Schools, Educational Excellence, <i>FL Department of Education, 2009</i>	
Top 4% – Brevard Public Schools, In Reading, Math and Science in Florida, <i>FL Dept. of Education, 2011</i>	
Top 6% – Brevard Public Schools, U.S. Schools on High School Challenge List, <i>Washington Post, 2011</i>	
FIT – One of the nation's top doctoral universities, 20 consecutive years, <i>U.S. News &amp; World Report, 2010</i>	
<b>QUALITY OF LIFE</b>	
#11 – Palm Bay – America's Most Innovative Cities, <i>Forbes, 2010</i>	
Top 35 – Best family friendly vacations, U.S. & Canada, <i>TripAdvisor.com, 2011</i>	
<b>ECONOMIC VITALITY</b>	
Top Locations to Watch, <i>Area Development, 2011</i>	
#1 – Most concentrated high-tech economy in Florida, <i>Milken Institute, 2011</i>	
#5 – America's Top Cybercities, <i>Tech America Foundation, 2010</i>	
#7 – Most concentrated high-tech economy in the U.S., <i>Milken Institute, 2011</i>	
#11 – America's Most Innovative Cities, <i>Forbes, 2010</i>	

## Active Client Projects as of December 31, 2011

Project Number	Project Type	Lead From	Industry Type	Industry Cluster	Capital Investment	Jobs	Wages
Project Number	Project Type	Lead From	Industry Type	Industry Cluster	Capital Investment	Jobs	Wages
(06/07) 9-2-38-RD	Recruitment	Repeat Client	Manufacturer	Aerospace	\$900,000	21	\$50,000
(08/09) 11-3-4-RE	Recruitment	Repeat Client	Manufacturer	Aerospace	\$27000000	300	\$43,000
(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-1007156	Existing Industry	EFI	High Tech	Aerospace		28	\$139,755
EDC-1008170	Existing Industry	Coalition Partners	Manufacturer	Electronics	0	15 to 20 FT & PT	
EDC-1009174	Recruitment	Other	Manufacturer	Other	2310000	30	\$80,000
EDC-201010-103	Recruitment	EFI	Manufacturer	Military			
EDC-201101-120	Existing Industry	Coalition Partners	Manufacturer	Other	\$900,000	18	\$44,222
EDC-201101-121	Recruitment	Repeat Client	Manufacturer	Emerging Technologies			
EDC-201103-135	Recruitment	EFI	Manufacturer	Emerging Technologies	\$51,900,000	150	45834
EDC-201103-137	Existing Industry	Coalition Partners	Manufacturer	Other	\$7,500,000	150	\$46,000
EDC-201103-139	Recruitment	Other	Service Provider	Other			
EDC-201104-147	Recruitment	Coalition Partners	Manufacturer	Other	\$1-2M	10-15	\$40-60,000
EDC-201105-157	Recruitment	EDC Investor	Service Provider	Other	1 Billion		
EDC-201105-162	Recruitment	Website	Manufacturer	Other	\$500,000	25	\$45,834
EDC-201106-166	Existing Industry	Other	Manufacturer	Other	\$500,000		
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	\$47,900,000		47639
EDC-201108-182	Recruitment	Coalition Partners	Service Provider	Other	\$500,000	50	\$45,834
EDC-201108-185	Recruitment	Municipalities	Manufacturer	Emerging Technologies	\$4,250,000	25	\$41,160
EDC-201108-186	Recruitment	Repeat Client	High Tech	Other	\$900,000	127	\$55,504
EDC-201108-187	Existing Industry	EDC Relationship	High Tech	Electronics	0	50	\$60,000 - \$80,000
EDC-201109-189	Existing Industry	EDC Relationship	Manufacturer	Advanced Security		500	
EDC-201109-192	Existing Industry	Municipalities	Manufacturer	Other	\$650,000	10	\$36,489.68
EDC-201109-193	Recruitment	Referral	Service Provider	Other	\$75,000	35	\$85,000 - 100,000
EDC-201109-194	Recruitment	EFI	Manufacturer	Other	9000000		39856
EDC-201109-195	Recruitment	EFI	Service Provider	Other	\$3,200,000		\$45,834
EDC-201109-196	Recruitment	EFI	Service Provider	Other	\$100,000,000	1200	
EDC-201109-197	Recruitment	Municipalities	Service Provider	Other	\$1,100,000	120-140	
EDC-201110-203	Recruitment	Coalition Partners	Manufacturer	Other	\$150,000,000	1,100	\$41,000
EDC-201110-204	Recruitment	Developer/Broker	Manufacturer	Other	\$100,000	10	
EDC-201110-205	Existing Industry	EDC Investor	Distributor	Other	\$3,000,000	30	\$30,000
EDC-201111-207	Recruitment	EFI	Manufacturer	Advanced Security	\$500,000	150	\$31,400
EDC-201111-208	Recruitment	EFI	Manufacturer	Communications	\$300,000	18	\$45,000
EDC-201111-209	Recruitment	Repeat Client	High Tech	Aerospace			
EDC-201111-210	Recruitment	Website	High Tech	Communications	\$100,000	13	\$80,000
EDC-201111-212	Existing Industry	EDC Relationship	Manufacturer	Aerospace			
EDC-201111-214	Recruitment	EFI	Distributor	Other	\$150,000		\$40,000
EDC-201111-215	Recruitment	Cold Call	Manufacturer	Advanced Security	\$5,000,000	50-75	\$50,000
EDC-201112-216	Recruitment	Coalition Partners	Service Provider	Aerospace			

EDC is currently working 88 projects of which 42 projects listed above are expected to make decisions by 4<sup>th</sup> quarter, calendar year 2012.

Policy Development Tracking as of December 31, 2011	Currently Pursuing	Start Date	Estimated Completion Date	Actual Completion Date
<b>Level 1</b>				
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
Melbourne Impact Fee Amendment	COMPLETE	Q3 - FY10/11	-	Q1 - FY11/12
West Melbourne Impact Fee Amendment	✓	Q3 - FY10/11	Q2 - FY11/12	-
<b>Level 2</b>				
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
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
<b>Pursued - No Change</b>				
Renewable Energy Policy	COMPLETE	Q1 - FY10/11	-	Q3 - FY10/11
Spaceport Commerce Park Revised Restrictive Covenants	COMPLETE	Q2 - FY 08/09	-	Q1 - FY11/12