




ECONOMIC DEVELOPMENT COMMISSION  
OF FLORIDA'S SPACE COAST

[www.SpaceCoastEDC.org](http://www.SpaceCoastEDC.org)



**FLORIDA'S SPACE COAST:**

# AMERICA'S HIGH TECH TITAN

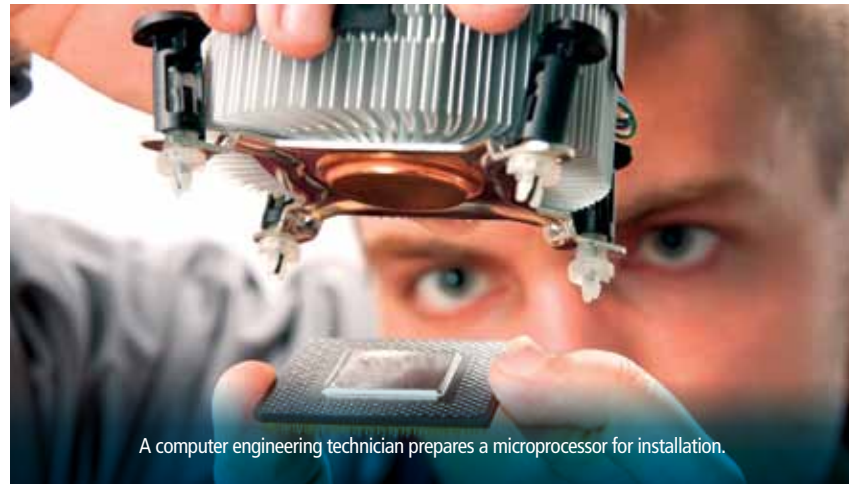
# THE SPACE COAST: HARD-WIRED FOR TECH



A Delta IV heavy is ready to launch a payload into orbit. The Delta and Atlas families of launch vehicles have a near-perfect launch record, flying more than 600 missions from Florida.



Brazilian aircraft manufacturing giant Embraer built its first U.S. assembly plant on Florida's Space Coast.



A computer engineering technician prepares a microprocessor for installation.

## FLORIDA'S SPACE COAST— AMERICA'S HIGH TECH TITAN

In today's increasingly competitive global economy, the right environment can offer businesses a distinct advantage. However, nearly every community in the world seeking to attract business will say the same thing — "we offer a low-cost environment, quality infrastructure, and a great quality of life." A statement like this begs the question — can you back it up? Can these communities offer credible facts and figures and tangible results that truly demonstrate their competitive advantage for business? *Maybe. Maybe not.*



Lighting Science Group, headquartered in Satellite Beach, is one of the world's leading innovators in advanced lighting products.



Silicone chip manufacturing conducted in Port Canaveral FTZ 136. FTZ 136 encompasses multiple locations and more than 4,000 acres and is among the largest foreign trade zones in the country.



NASA astronaut Mike Fossum outside the International Space Station on Space Shuttle Atlantis final mission STS-135.

Florida's Space Coast is one of the few regions in the world which can claim that, here, it really is rocket science. The Palm Bay-Melbourne-Titusville MSA — Florida's Space Coast — is the birthplace of space exploration and the home of Kennedy Space Center. We have the right stuff for business. Put us to the test. Take a closer look at Florida's Space Coast. *We'll show you the numbers. We'll deliver the results.*

**See for yourself why Florida's Space Coast is America's High Tech Titan.**

**FLORIDA'S SPACE COAST — THE RIGHT STUFF**

<b>#1</b>	<b>#1</b>	<b>#5</b>	<b>#7</b>	<b>#8</b>	<b>#11</b>	<b>TOP</b>
Most concentrated high-tech economy in Florida.	Aerospace start-ups, statewide.	America's Top Cybercities.	Most concentrated high-tech economy in the U.S.	Top 100 U.S. Tech Centers.	America's Most Innovative Cities.	Locations to Watch.
<i>Milken Institute, 2011</i>	<i>Business Xpansion Journal, 2009</i>	<i>TechAmerica Foundation, 2010</i>	<i>Milken Institute, 2011</i>	<i>BizJournals, 2009</i>	<i>Forbes, 2010</i>	<i>Area Development, 2011</i>



A technician makes adjustments to an antenna.



W&TP engineers work in a local clean room facility.

LOOKING FOR A HIGH-TECH WORKFORCE?

FIND IT IN FLORIDA'S SPACE COAST

#1

Number of engineers per 1,000 workers.  
*U.S. Bureau of Labor Statistics, 2010*

#1

Workforce, statewide.  
*CNBC, 2010*

#3

Workforce with products tied to overseas.  
*Brookings Institute, 2010*

#5

Most concentrated high-tech workforce in the U.S.  
*TechAmerica Foundation, 2010*

#8

Top place for scientists and engineers to live and work in the U.S.  
*Expansion Management, 2010*

# OUR SECRET WEAPON: AN AMAZING WORKFORCE

Steps as bold as putting a man on the moon or developing a space transportation system known as the Space Shuttle require talent that's the best of the best. Through the years as America's space program expanded and high technology enhanced our lives, so, too, was the case with the Space Coast's workforce, often referred to as a "national treasure." To say the workforce is "highly skilled" is really an understatement. Intelligent, intensely precise, driven, determined, innovative, remarkable — these are just a few of the adjectives that describe the scientists, engineers, technicians, and administrators who understand and truly believe that failure is not an option.

**While other locations spend millions trying to recruit top talent, the Space Coast already has it — and they're ready for their next mission.**



Computer Sciences Raytheon (CSR) is the Range Technical Services contractor supporting the U.S. Air Force Space Command's 45th Space Wing at Patrick Air Force Base.



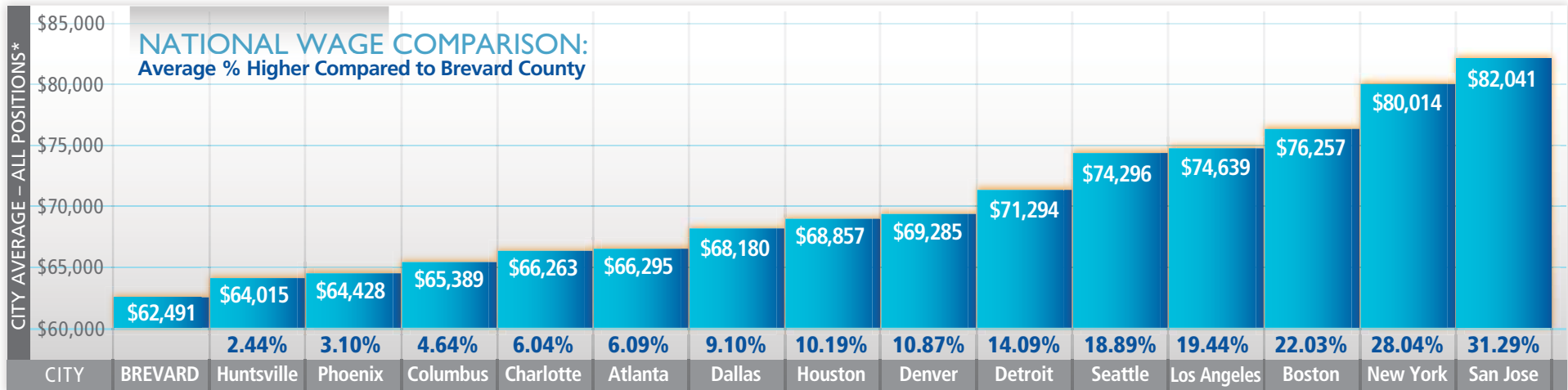
Harris Corporation is an innovator in all areas of assured communication.



Workers mate a GPS satellite to a Delta II booster.

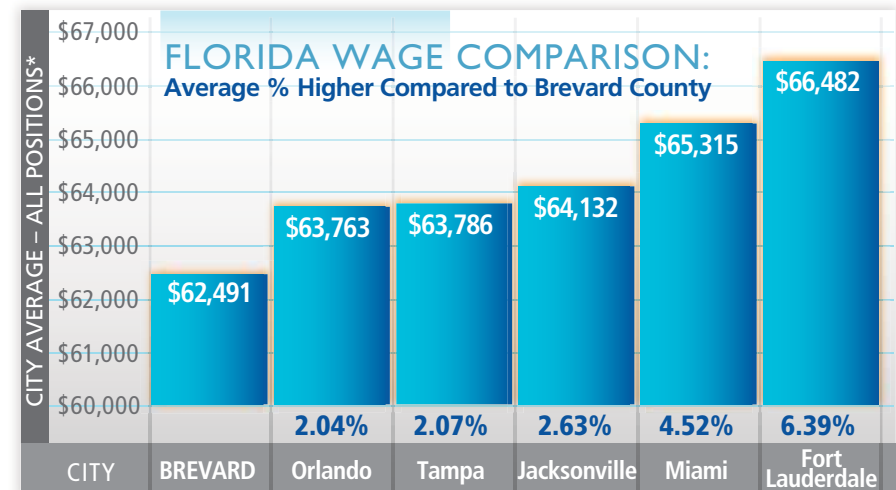


Air Force 45th Space Wing Leadership in the Morrell Operations Center Control Room 2.

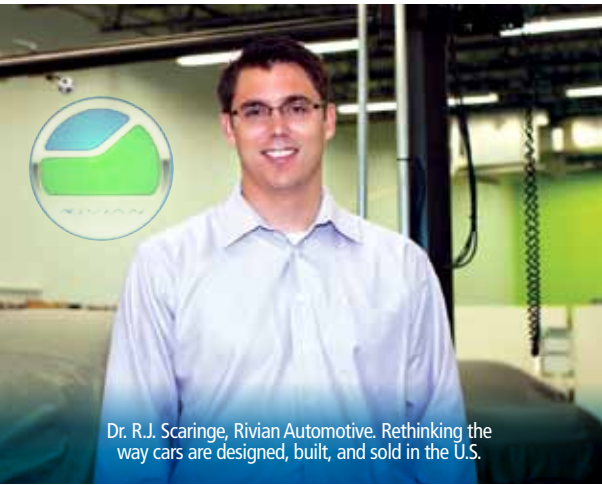


\*All salaries generated from: Economics Research Institute, Inc. January 2011 Survey

**AFFORDABLE WORKFORCE** A location could have the most brilliantly skilled workforce in the world, but it won't do business any good if they're not affordable. As a right-to-work state, Florida holds an average high-tech wage that is lower than 62% of all 50 states with the Space Coast's wage structure generally lower than other population centers around the state. *The numbers speak for themselves.*



# SUCCESS BREEDS SUCCESS: YOU'RE IN GOOD COMPANY



Dr. R.J. Scaringe, Rivian Automotive. Rethinking the way cars are designed, built, and sold in the U.S.



Carol Craig, Craig Technologies. Named a "Top Simulation and Training Company" by *Military Training* magazine. Photo courtesy of *Brevard Business News*.



Mark Senti, Advanced Magnet Lab, helping to revolutionize technology in the design and manufacture of advanced normal and superconducting magnets.

## FLORIDA'S SPACE COAST PATENTS

More than double the  
national average

*13 patents per 10,000 Workers*

## THE SPACE COAST'S TECHNOLOGICAL CAPACITY EXTENDS BEYOND SPACE EXPLORATION.

This area has attracted numerous high tech industry leaders in aerospace and aviation, advanced communications, electronics, homeland security and national defense, and emerging technologies. Our high-tech workforce fuels innovation and consistently generates more than double the national average of patents per 10,000 workers.



Rockwell Collins' Space Coast facility produces aviation electronics for air transport, regional, and business aircraft.



AAR CORP established its Airlift Group at Melbourne International Airport and in Palm Bay in April 2011.



GE Transportation and GE Energy Management's Space Coast facilities serve the rail, transit, and energy industry sectors.



The Northrop Grumman Joint Surveillance Target Attack Radar System (Joint STARS) is an advanced targeting and battle management system.



The Space Coast is home to the world headquarters of Harris Corporation.

MILITARY INSTALLATIONS AND ACTIVITIES PLAY AN INTEGRAL ROLE IN THE SPACE COAST ECONOMY.

The Space Coast hosts the 45th Space Wing and 920th Rescue Wing at Patrick Air Force Base and the Naval Ordnance Test Unit, as well as launch activities at Cape Canaveral Air Force Station.



The 45th Space Wing, 920th Rescue Wing, Air Force Technical Applications Center, and the Defense Equal Opportunity Management Institute are based at Patrick Air Force Base.



The Naval Ordnance Test Unit (NOTU) supports and tests sea-based weapons systems in a safe environment, such as this launch of a U.S. Navy's Trident II D5 Fleet Ballistic Missile developed by Lockheed Martin Space Systems.

ROBUST CORPORATE NEIGHBORHOOD

**It makes sense for industry to locate in clusters** — suppliers are nearby, the skilled labor pool is already intact, and available buildings with necessary infrastructure are in place.

**Success breeds success and the Space Coast is anchored by high-tech goliaths** — AAR Corp., The Boeing Company, DRS, Embraer, General Electric, L3, Lockheed Martin, Northrop Grumman, Raytheon, Rockwell Collins, and the world headquarters of Harris Corporation.

**Emerging industry leaders** such as Lighting Science Group and SpaceX chose the Space Coast and are now poised for rapid growth.

**Everything these smart companies need is here, and they know it.**



Governor Rick Scott and Senator Bill Nelson join state and local elected officials and business leaders for Embraer's official start of operations at its 150,000 sq. ft. executive jet assembly facility.



Space Coast leaders break ground for the SpaceX Falcon 9 rocket now launching from Space Launch Complex 40.

# RELOCATE OR EXPAND FOR ALL: THE RIGHT REASONS

FLORIDA

#5

Best Business  
Tax Climate

Tax Foundation, 2010

## COMPETITIVE, PRO-BUSINESS ENVIRONMENT.

**You face it every day:** Red tape. Excessive regulation. Limited access to markets. No access to capital. Fees, taxes, and then more fees. *Enough already!* Business needs to concentrate on business and not be bogged down with slow processes and hits to the bottom line. Businesses that want a pro-business regulatory and legal environment have found that Florida is the place to be.

**And the Space Coast is the place to be in Florida.**

## PRO-BUSINESS REGULATORY ENVIRONMENT

- Ease of building and site permitting through S.N.A.P.<sup>SM</sup> — Simplified Nimble Accelerated Permitting
- Uncommon access to policymakers, business leaders, and educators
- Stable political environment focused on business

## ATTRACTIVE TAX CODE

- #5 — Best business tax climate, State of Florida, Tax Foundation, 2010
- No business inventory tax
- No corporate income tax on limited partnerships and S-Corps
- No state personal income tax
- No state level property tax

## ADVANCED INFRASTRUCTURE AND MARKET ACCESS

- #1 – Infrastructure, State of Florida, U.S. Chamber of Commerce, 2010
- Foreign Trade Zone #136 encompassing all transportation hubs and several industrial areas, more than 4,000 acres in seven locations



# COMPETITIVE, MEANINGFUL INCENTIVE PACKAGES:

## TARGETED INDUSTRY INCENTIVES:

- **Qualified Target Industry Tax Refund Program (QTI)** Provides refund on select taxes paid to qualifying companies in targeted industry areas, such as manufacturing, aviation and aerospace, and corporate headquarters; \$3,000 per job; \$6,000 per job in rural county or Enterprise Zone; increased award possible for extremely high wage jobs.
- **Capital Investment Tax Credit (CITC)** Offers annual credit for up to 20 years in an amount equal to 5% per year of eligible capital costs of a qualifying project.
- **Qualified Defense and Space Contractor Tax Refund (QDSC)** Offers Florida defense, homeland security, or space business contractors a tax refund for jobs created or retained; \$3,000 per net new FTE jobs created or retained; \$6,000 per job in rural county or Enterprise Zone; increased award possible for extremely high wage jobs.
- **Brevard County Ad Valorem Tax Abatement (AVT)** Provides a temporary reduction in certain property taxes on new physical property, building modification, or equipment.
- **High-Impact Performance Incentive Grant (HIPI)** Provides grants to pre-approved applicants in high-impact sectors as designated by the State of Florida.
- **Sales and Use Tax Exemptions** Supports growth and relocation of new and existing Florida businesses and covers a broad base of taxes, such as corporate income and sales and use taxes.

## INFRASTRUCTURE DEVELOPMENT AND PERMITTING:

- **Economic Development Transportation Fund** Provides funds to local communities to address transportation needs for locating or expanding companies, including access roads, signalization and road widening.
  - **snap Business Permitting** Offers simplified, nimble, accelerated permitting (S.N.A.P.); the Economic Development Commission of Florida's Space Coast's Development Council awards the S.N.A.P. designation to Space Coast municipalities that have adopted best practices in building and site permitting.
  - **Enhanced Economic Development Districts** Offers tax refunds up to \$2,500 per job created for businesses that locate in eligible economic development zones.
- ## WORKFORCE TRAINING:
- **Quick-Response Training Program (QRT)** Provides customized training assistance to new or expanding Florida businesses that produce exportable goods or services and create new full time jobs.
  - **Local Job Training Assistance** Various local job training programs can provide financial and human resources assistance to companies creating new jobs. Funds may be used for employee training costs and workforce screening. Assistance is also available for employee recruitment. These programs are flexible and structured to respond quickly to meet the specific training needs of the employer. The EDC will assist in structuring a workforce training incentive package tailored to the needs of your project.

## WORLD'S ONLY QUADRAMODAL TRANSPORTATION HUB — land, air, sea and space

### LAND

- I-95 (14 exits), I-4, U.S. Route 1 and Florida Turnpike.
- Class II freight East Coast Railway.

### AIR

- **Melbourne International Airport** — wide array of available parcels with infrastructure in place.
- **Space Coast Regional Airport** — three aviation facilities offering commercial/corporate charter air travel.
- **Orlando International Airport** — full service facility only 45 minutes away.

### SEA

- **Port Canaveral** – first-class, full service deep water port with available capacity, easy access to the southeastern United States, Caribbean, Central America, South America, Europe, Canada, Africa and Asia.

### SPACE

- **Kennedy Space Center/Cape Canaveral Air Force Station** – yes, we have access to space. Cargo to celestial destinations can lift off directly from this 21st century launch complex.





University of Central Florida is the nation's second largest university with ten campuses in Central Florida.



Brevard Community College, with four campuses, provides a full slate of fast-track programs, workforce certifications and degree programs.



Florida Institute of Technology, located in Melbourne, has been named by *Forbes* as one of America's Best Colleges.

**FLORIDA'S SPACE COAST**

<b>#2</b>	<b>TOP 4%</b>	<b>TOP 6%</b>
Best in the State for Educational Excellence <i>Florida Dept. of Education, 2009</i>	Brevard Public Schools — Reading, Math, and Science <i>Florida Dept. of Education, 2011</i>	Brevard Public Schools— U.S. schools on High School Challenge List <i>Washington Post, 2011</i>

**FLORIDA**

**#5**

Best Educational System in the U.S.  
*Education Week, 2011*

# FUTURE CAPACITY & SUSTAINABILITY

When a business chooses a site to locate or expand, it expects to stay for the long haul. The key to ensuring future success in any given location is sustainability. *Will this location be able to meet the company's needs in 5, 20, or 50 years? Will there be a new generation of workers to fill future jobs? Have other industry leaders found success and remain committed to this location?*

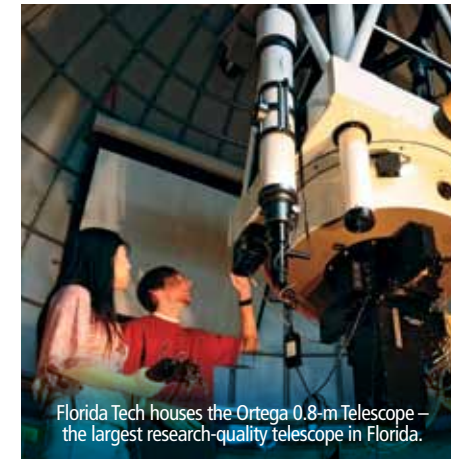


## SPACE COAST EXCELLENCE IN EDUCATION ENSURES NEXT-GENERATION WORKFORCE

With space exploration as its roots, the Space Coast's high-tech and R&D capacity is unparalleled. The Space Coast is home to the renowned **Florida Institute of Technology**, whose extensive recognition includes being named a Tier 1 Best National University by *U.S. News & World Report* and one of the nation's top technological institutions in the *Fiske Guide to Colleges*.

Satellite campuses of **Embry-Riddle Aeronautical University** and the **University of Central Florida**, along with tech-oriented **Brevard Community College** and a wide spectrum of outstanding college, university, and technical training campuses, contribute to an evergreen, dynamic, highly qualified technical workforce.

**Brevard Public Schools**, an A-rated school district for seven consecutive years, provides superior instruction for the Space Coast's K-12 students. Brevard Public Schools holds a reputation as one of the top districts in the state of Florida and the United States, consistently ranking well above both the national and state of Florida averages when comparing SAT scores.



Florida Tech houses the Ortega 0.8-m Telescope – the largest research-quality telescope in Florida.





TripAdvisor.com named the Space Coast a Top 35 Best Family-Friendly Vacation in the U.S. and Canada.



Cocoa Village is a charming cornucopia of unique shops and some of Florida's best gourmet restaurants.



Brevard Zoo, top-rated on TripAdvisor.com.



Cocoa Beach, home to the world famous RonJon Surf Shop.



Brevard Symphony Orchestra on the beach.



Saturn V Center. More than 1.5 million visitors annually tour Kennedy Space Center Visitor Complex.

# THE SPACE COAST: UNPARALLELED LOCATION

FLORIDA'S SPACE COAST

**#18**

Best Bang-For-The-Buck Cities

*Forbes, 2009*



A quiet neighborhood on a beautiful day on the Space Coast.

A KEY CONSIDERATION FOR BUSINESS LOCATION HAS TO BE "WILL RELOCATING EMPLOYEES BE HAPPY HERE?"

Millions of tourists flock to Florida's Space Coast every year for a reason. But beyond the 300 days of sunshine, 72 miles of pristine Atlantic Ocean beaches, abundant arts and cultural amenities, historical attractions, year-round outdoor activities, and thriving nightlife, Space Coast residents experience an unparalleled lifestyle, state-of-the-art healthcare, and abundant, affordable housing options — *all within a welcoming atmosphere.*

# FLORIDA'S SPACE COAST: AMERICA'S HIGH TECH TITAN

## PUTTING MORE ON THE TABLE.

The Economic Development Commission of Florida's Space Coast's business expansion and relocation team is the one-stop resource for confidential site research, workforce program options, intergovernmental and community relations, cost negotiation, data analysis, and creative incentive packages that meet the needs of business today.

**We're comprehensive. We're nimble. We'll get it done.**

**We invite you to take a closer look and see for yourself why Florida's Space Coast is America's High Tech Titan.**



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

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