

# FY 23/24 MANAGEMENT METRICS

OCTOBER 1, 2023 - SEPTEMBER 30, 2024



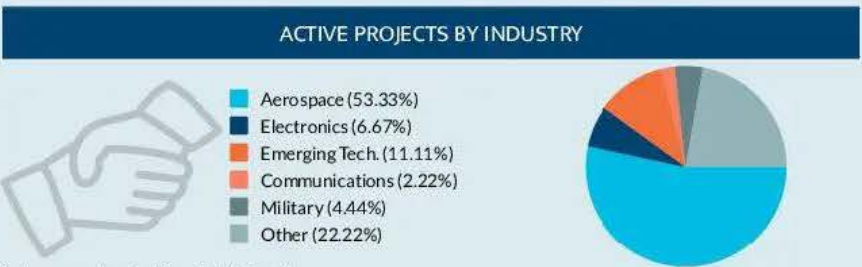
## SECURING BREVARD'S ECONOMIC FUTURE

EDC CAPITAL  
INVESTMENT and  
NEW & RETAINED JOBS  
(SINCE 2010)

**\$1.9B**  
**17,117 JOBS**

## BUSINESS RECRUITMENT AND RETENTION

| EXISTING INDUSTRY ACTIVITY (YTD) |    | PROJECT ACTIVITY (AS OF 9/30/24) |    |
|----------------------------------|----|----------------------------------|----|
| GENERAL ASSISTANCE               | 58 | ACTIVE PROJECTS*                 | 45 |
| BUSINESS ADVISOR MEETINGS        | 79 | ACTIVE LEADS                     | 82 |
| 54 TOTAL NEW LEADS YTD           |    |                                  |    |



\*Client engagement - no decision w/in last 12 months.

## COMMUNITY OF CHOICE - STAKEHOLDER ENGAGEMENT

VIDEO VIEWS:  
**YouTube 1,926**

LAUNCH DATE:  
**JANUARY 24, 2024**



BRAND GUIDE  
DOWNLOADS **262**

STAKEHOLDER  
PRESENTATION  
PARTICIPANTS **539**

INSTAGRAM POSTS  
#TOMORROW  
LAUNCHESHERE **447**

## EARNED MEDIA\*

VALUE **\$4,350,027**

Goal: \$500,000

EARNED MEDIA  
STORIES **271**

Goal: 100

POSITIVE  
RATING **100%**

Goal: 95%

\*Source: Meltwater, Digital PR Platform

## INVESTMENT

INVESTOR ACTIVITY TOTAL GOAL: \$840,000

NEW & UPGRADED \$82,750

RENEWED \$908,038

## SOCIAL MEDIA & WEBSITES

| ACCOUNT   | LIKES / FOLLOWS |
|-----------|-----------------|
| FACEBOOK  | 5,115           |
| X         | 1,061           |
| INSTAGRAM | 2,398           |
| LINKEDIN  | 3,262           |
| TOTAL     | 11,836          |

TOTAL  
LIKES GOAL  
**10,000**

TOTAL REACH  
**606,893**  
Goal: 500,000

TOTAL WEBSITE VISITS

**32,339**  
Goal: 50,000

**5,265** TOTAL VISITS  
LIVE BIG CAREER  
PAGE  
TOTAL GOAL: 25,000