Objective

Create a strong economic development focus that   
  
supports the ***true attributes*** of   
  
the **City of Palm Bay**   
  
and ***resonates*** with **business** (existing, expanding or inquiring),   
  
**the residents** and **visitors**.

**Potential Key Customer Profiles  
starting list for discussion and prioritization**

Those companies **benefitting from a** **culturally diverse population**

Those companies **needing affordable land**

Those companies **needing to build sustainable or innovative infrastructure** from the ground up

Green enterprises

Those companies who would benefit from the **advantageous co-location** with the Harris Technology Center and the Florida Tech Research Park

Those companies who **can benefit from the advancement of trade** through our Ports, Airports, Space Center.

Those companies who **can take advantage of Medical City to the west**, and growth of Florida Tech medical degrees, proposed.

Outdoor recreation companies and their supply chain providers

Those companies that are or partner with healthy lifestyle providers

Those companies with a **corporate responsibility statement** **focus** on:

- Healthy lifestyles

-Green and sustainable businesses

- Environmental responsibility

--Promoting or preserving cultural diversity

- Building educated global citizens

Those companies that *can* ***serve* the needs of a culturally diverse**, increasingly international population