

THE JOURNEY

Forward

The Challenge:

A long skinny county with a tendency toward geographic isolation, Brevard leaders have not always been reputed to “work together” to meet challenges and derive solutions.

Under severe scrutiny and high expectation, the job was to create a dynamic and provocative rollout for the county’s economic development 3-year strategic plan; provide such a strong launch that it would not just introduce the plan but help build commitment to it and partners for it—and carry over into other stages of the plan’s activation.





ECONOMIC DEVELOPMENT COMMISSION OF FLORIDA'S SPACE COAST

The Audience:

Regional Leadership, Key Partners, Investors and Potential Investors (Public and Private), Chambers, Municipalities, Business Owners/Managers in Brevard.

The Economic Development Commission of Florida's Space Coast developed the plan with significant input from a cross-section of stakeholder leaders; but this still represented a very small constituency in an effort that would require much more to carry it forward—a wide-based truly collaborative initiative crossing lines, including where the abiding attitude was competition, not cooperation.

The Strategy:

Conceive and execute **A PACED ROLLOUT**, a series of community introductions, **AUTHENTICALLY GROWING THE CIRCLES OF INFLUENCE**.

Create core groups and grow them through natural connections, expanding circles like a pebble thrown in a pond.

Simplify, communicate and **TEACH TENETS** of the plan so **DIALOGUE EASILY OCCURS** and all serve as ambassadors for the effort—teach others, reach others.

Always illustrate **MUTUAL BENEFIT**, based on business development, marketing communications and community improvement efforts to **BECOME MORE COMPETITIVE**.

The Results:

BUILDING TRUE CONSTITUENCIES—actual working and authentically connected groups—is a methodical, strategic effort. It can take a long time under the best of circumstances. But in our world today, the need is to get our best options in action now, with our most powerful talents, knowledge and influence working in tandem **TO SOLVE OUR TOUGHEST CHALLENGES, TOGETHER**.

We understand **COHESIVE VOICE**, its power and how to grow it. We know how to take difficult concepts, simplify, communicate and create constituencies with momentum.

"LEADERS MUST KNOW WHERE THEY ARE GOING IF THEY EXPECT OTHERS TO WILLINGLY JOIN THEM ON THE JOURNEY."

WE'RE ON A JOURNEY OF MANY STEPS

Enhanced Business Intelligence and increased cooperation are critical to our success.

Our work will be measured against the strategic priorities and reported regularly to the community.

We are stronger together than we are apart.

We do this work to improve our businesses, our lives, our communities and our opportunities.

5 CLUSTERS
Five industrial clusters have been identified, where we have traction now and can reasonably expect to grow, succeed and lead.

4 STRATEGIC PRIORITIES
Where we need to focus our energies and align our resources

- 1 Business Development
- 2 Competitive Business Environment
- 3 Marketing and Communications
- 4 Resource Development and Allocation

3 GOALS

- 1 2,250 New Jobs
- 2 12 Changed Business Policies
- 3 Become a Community of Distinction

Community
Determining Its Future

Bridge TO THE FUTURE
A COMMUNITY COALITION FOSTERING ECONOMIC DEVELOPMENT FOR A BETTER BREVARD COUNTY

Leaders' Enduring Challenge: Strategies

Join the Journey.



Working with our leaders, our investors and our allies, we are taking the first steps in building the bridge to the future.

5 Industry Clusters

4 Strategic Priorities

3 Measurable Goals

The Journey Forward

Coming together is a beginning, staying together is progress, working together is success.

Welcome...
to the start of a journey we need to take ...together.

It's time. Let's begin.

Join me on the JOURNEY

Welcome to a time when it is true that each of us matters to our ultimate success as a region, when each of us is a link in another's success and most certainly the impetus for our own.

Welcome leaders. Welcome Brevard.

www.SpaceCoastEDC.org

J O U R N E Y T O C O M P E T I T I V E N E S S



COMPLIMENTARY DRINK TICKET
2018-2030 ANN W. ASHWORTH

John Smith
Very Important Company

COMPETITIVE BUSINESS ENVIRONMENT
37%

BUSINESS DIVERSITY
24%

QUALITY OF LIFE
24%

MARKETING THE SPACE COAST
24%

CLASS OF 2032
24%

COALITION BUILDING
24%

COALITION BUILDING
Strength in Numbers

Looking down the road 10-20-30 years, what do I most want to see happen in Brevard's economy?

1. We are a thriving global economy with a favorable balance of trade 17%
2. Known as a center of excellence in an emerging technology 2%
3. Known as a business friendly place to build, stay and grow 24%
4. Noted as one of the top three most livable areas in the U.S. 24%
5. Our college graduates return back home to live and work 24%
6. Premier site for R&D, manufacturing, assembly and processing of space related products 24%

From this list, what do you believe is our priority?

1. Competitive Business Environment Eliminating Obstacles 37%
2. Business Diversity/Targeted Action 15%
3. Preserving/Improving Quality of Life 24%
4. Marketing/Telling a More Powerful Story 24%
5. Class of 2032/Acting Now for Our Future 24%
6. Coalition Building/Strength in Numbers 7%