



SPACE FLORIDA

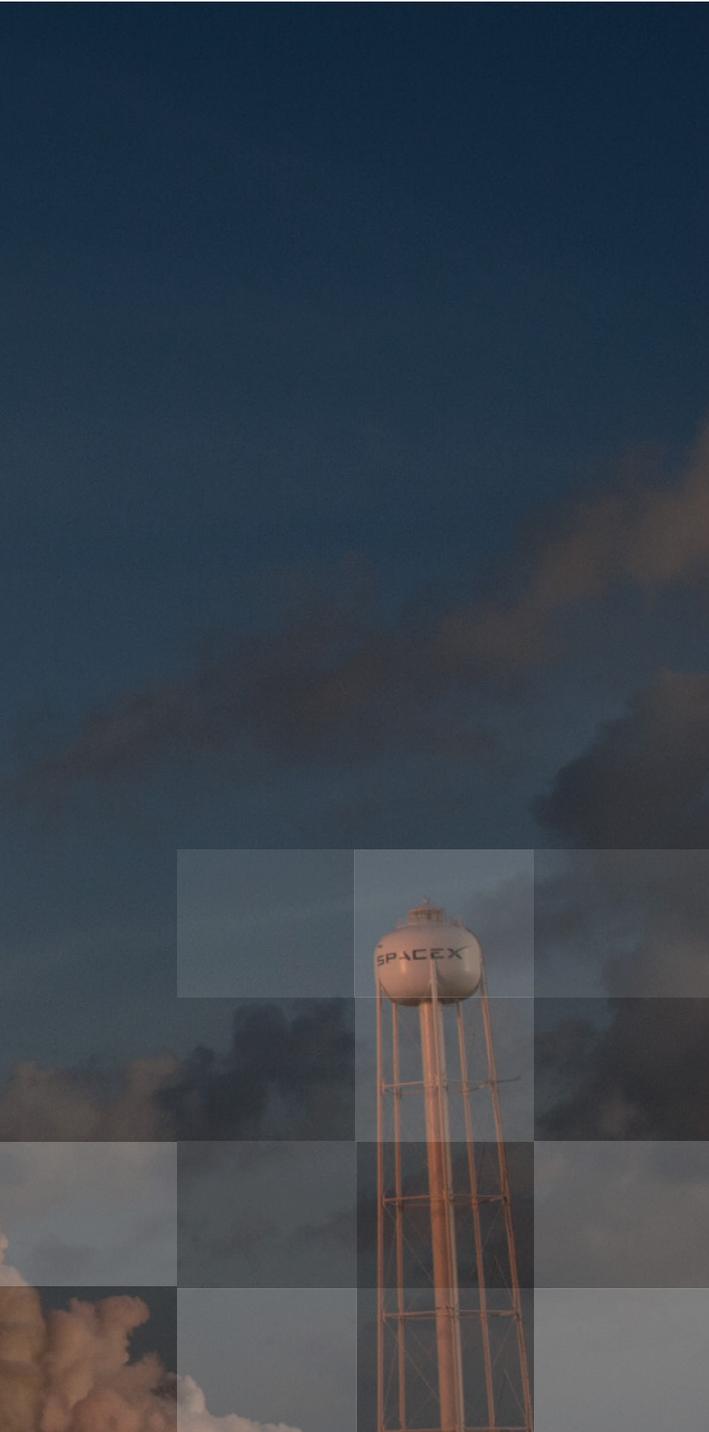


FY2017

# ANNUAL REPORT







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Dear Stakeholder:

There is no doubt that today Florida is playing a historic and significant role in the tremendous growth we're seeing in the commercial space and aerospace industries. Space and aerospace companies regularly note our highly trained workforce, proven infrastructure and great location as the main reason they move to or expand in Florida, and Space Florida is the driving force in recruiting these companies to the Sunshine State.

My goal every day is to make Florida first for jobs by cutting taxes and creating an environment where businesses can grow and succeed. Since I became Governor, Florida businesses have created more than 1.4 million jobs, and our private-sector job growth has consistently exceeded the nation.

Florida's remarkable economic turnaround results from our efforts to diversify our economy and cut taxes more than 75 times to save Florida families and businesses more than \$7 billion, including more than \$1 billion over the past two fiscal years.

In the spring, I participated in the ground breaking of One Web Satellites' 150,000 square foot manufacturing facility in Exploration Park, where they are planning to create 250 high-tech jobs. Additionally Blue Origin, which began construction of its manufacturing complex in May of 2016, announced they will be launching many of OneWeb satellites on Blue Origin's New Glenn rockets. This success is not only driving the growth of individual companies, it is fueling the development of the space and aerospace industry in Florida that is the envy of the nation. In 2017 alone, Space Florida projects resulted in thousands of diverse, high skill, high wage jobs across the space and aerospace sectors.

After five decades of space age development, Florida remains one of the nation's centers for technology and manufacturing industries and still serves as the home of one of the world's most significant spaceports. With Space Florida's leadership, Florida will continue to be the best place for space and aerospace companies to locate, grow, and thrive, making Florida the global leader in space commerce. We look forward to Space Florida helping us in our mission to be first in job growth.

Sincerely,



Rick Scott  
Governor





It's been a busy and exciting year for Space Florida, as the organization, which is the State's aerospace and spaceport development authority, continues its mission in making Florida the Place for Space.

Statewide, as well as at the Cape Canaveral Spaceport, the industry continues to transition from government-led to a more private, commercial focused ecosystem. It's been exciting to watch this evolution as well as the progress of industry partners like SpaceX, Blue Origin and OneWeb Satellites. From building spacecrafts to launching rockets, and all the activity in between, Florida's aerospace industry is as active and its economy as vibrant as ever.

Space Florida continues to spearhead this growth and effort by working with the spaceports located throughout the State to accommodate and embrace this shift to a commercial-centric market.

Space Florida and the Governor's entire economic development team have worked hard to not only embrace the legacy that is Florida's aerospace industry, but to build on that legacy and initiate a transformation and investment in the future.

I want to personally congratulate and thank our board members for their dedicated and engaged service to our board throughout the past year.

We continue to see the progress and success of Florida's spaceports and space-related economy. We are pleased to share highlights with you in our annual report.

Sincerely,

A handwritten signature in blue ink that reads "William T. Dymond, Jr." in a cursive style.

William T. Dymond, Jr.  
Chairman, Space Florida



## BOARD OF DIRECTORS



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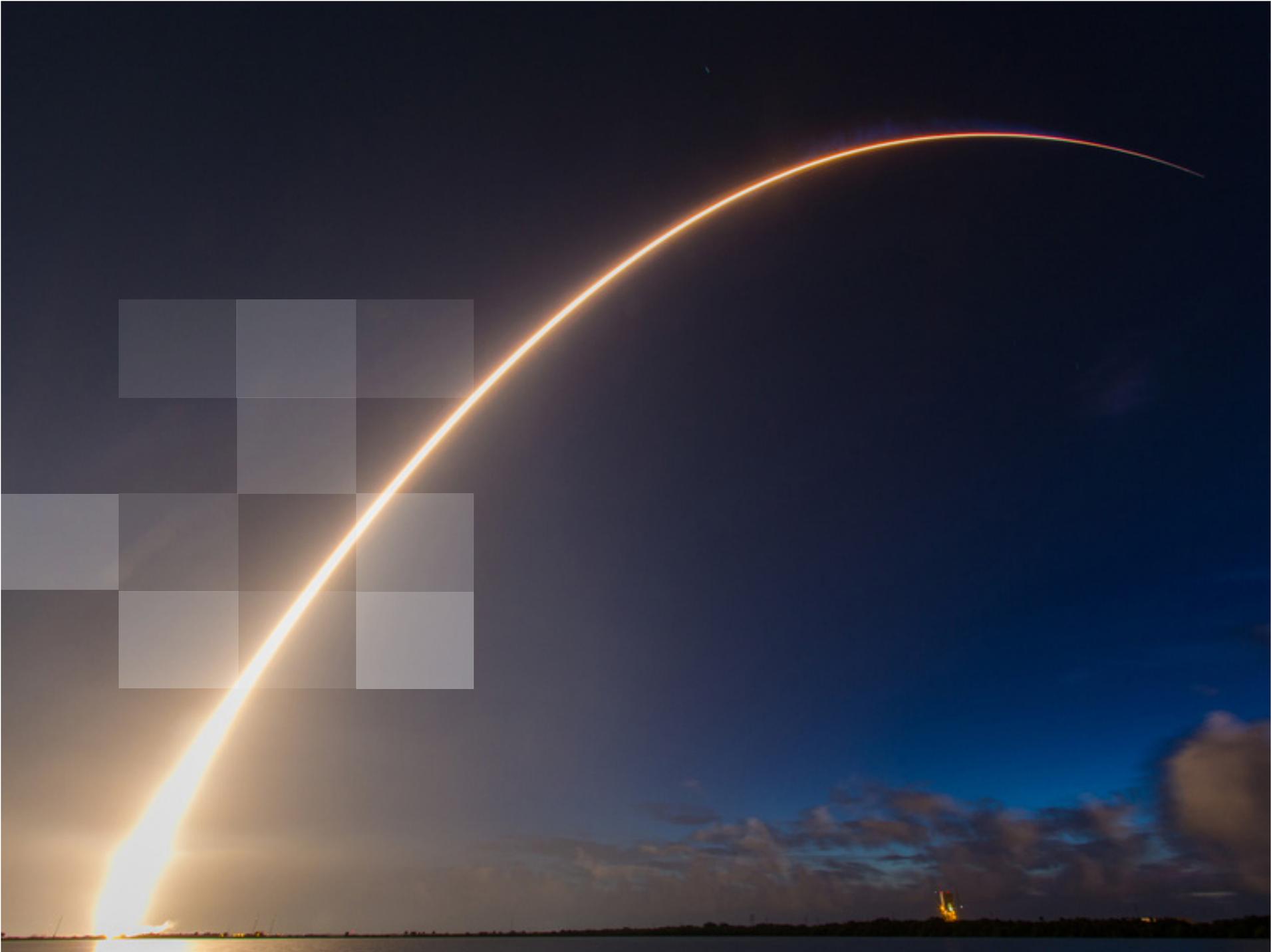
**SHARON SPRATT**  
Senior Director, Government Relations

## EXECUTIVE STAFF



**FRANK DIBELLO**  
President  
& Chief Executive Officer





# FY2017 ANNUAL OUTCOMES

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Florida and the Cape Canaveral Spaceport are continuing to be the global leader in enabling space commerce, growing a market that is increasingly shifting from a government sector to a commercial, private sector.

In 2016, 76% of the global \$329 billion space market came from commercial aerospace activities, according to the Space Foundation's Space Report 2017: The Authoritative Guide to Global Space Activity.

In FY2017, Space Florida was able to recruit, retain and/or expand 27 space and aerospace-related companies and 1,128 jobs averaging a \$74,869 annual salary. FY2016 saw 23 space and aerospace-related companies recruited, retained and/or expanded.

Additionally, Space Florida implemented 27 strategies noted in the "Florida Strategic Plan for Economic Development" in FY2017. The annual number of research projects, partnerships and grants supported by Space Florida in FY2017 was 36.

Funding appropriated by the State of Florida is vital to our efforts, providing us the leverage we need to enable new business development each year. Because of the State's trained workforce, incentives and infrastructure, Florida continues to attract and expand aerospace and high-tech companies. Space Florida's ongoing efforts maintain that Florida is the Place for Space.

**We are pleased to share Space Florida's top projects and outcomes for FY2017 in the following pages.**



## TOP PROJECTS



### BLUE ORIGIN

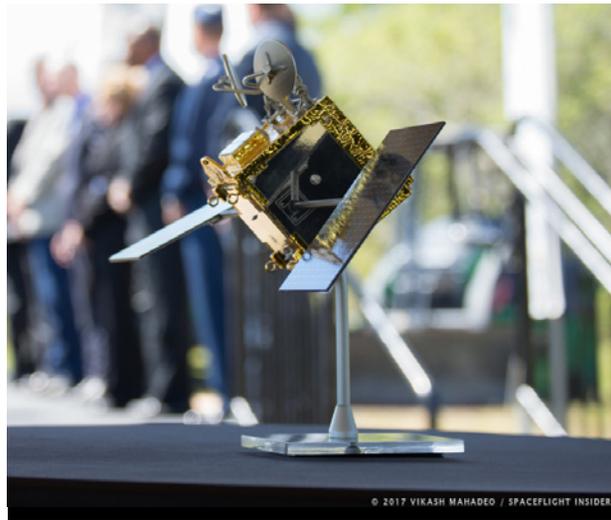
In FY2017, Blue Origin, established by Amazon CEO Jeff Bezos, made significant progress on the construction of their Orbital Launch Site at the Cape Canaveral Spaceport. The Orbital Launch Site includes manufacturing, launch, and refurbishment facilities in support of the New Glenn launch vehicle program.

The first phase of the project will create 330 new jobs and a capital investment of \$200 million in the region over the next five years. Space Florida is leveraging FDOT infrastructure funds through a public-private partnership with Blue Origin, who will match the infrastructure funding on a dollar-for-dollar basis and fund the remaining project costs.

Space Florida is supporting Blue Origin with this significant commercial space transportation infrastructure project through the FDOT Spaceport Infrastructure Program. The Blue Origin project provides an emerging commercial launch capability that will position Florida to maintain a leadership role in the commercial space industry. Blue Origin's project is unique in that it provides a new orbital launch capability as well as a robust manufacturing operation on Florida's Space Coast. The private sector launch provider will build, integrate, launch and refurbish our vehicles locally. Today, launch providers manufacture their rockets in other states such as California and Alabama and ship them to Florida for launch.

In addition to construction of the 630,000-square-foot rocket manufacturing facility in Phase II of Exploration Park, the historic Space Launch Complex 36 at Cape Canaveral Air Force Station is being completely redeveloped to host Blue Origin's orbital launches. Launch Complex 36 has a storied past. Blue Origin's future home was home to 145 launches and 43 years of service that saw Mariner missions, Pioneer 10 and Surveyor 1. By the end of the decade Blue Origin will begin launches of New Glenn from Space Launch Complex 36.

Construction of the manufacturing complex began in May of 2016 and is anticipated to be completed in early 2018. Construction of the launch site began in December of 2016 and is anticipated to begin activation testing 2019.



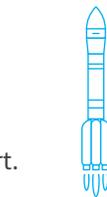
## ONEWEB SATELLITES

In a March 2017 ceremony, OneWeb Satellites broke ground on its landmark more than 150,000-square-foot manufacturing facility in Exploration Park. It is expected to bring more than 250 high-tech jobs and an \$85 million investment to the Space Coast, and include an automated assembly line that will produce up to 15 satellites per week. The facility is expected to open in early 2018, with the first satellites being ready for launch.

Governor Rick Scott and OneWeb Satellites CEO Brian Holz were on hand for the ceremonial groundbreaking of the manufacturing facility.

Also in FY2017, OneWeb and Blue Origin announced they will be launching many of the next generation of OneWeb satellites on Blue Origin's New Glenn rockets. Both launch vehicle and spacecraft will be manufactured right across the street from each other in Exploration Park. Additionally, both the New Glenn and spacecraft will be launched from Launch Complex 36 at the Cape Canaveral Spaceport.

During FY2016, Space Florida announced that Florida is now a central part of OneWeb's mission to bring affordable internet access to the entire globe. OneWeb has a vision to connect all schools in the world, and the satellites that will make that vision a reality will be built at the Cape Canaveral Spaceport. OneWeb Satellites, a joint venture equally owned by OneWeb and Airbus Defence and Space, unveiled its decision to build a state-of-the-art manufacturing facility in Exploration Park.



## TOP PROJECTS

### L3 COLEMAN AEROSPACE

Aerjet Rocketdyne Coleman Aerospace, Inc., unveiled its new Space Coast Integration and Test Facility at the Cape Canaveral Spaceport in February 2017. The facility, which is located on the Cape Canaveral Air Force Station, was previously used by the U.S. Air Force for rocket processing. The 45th Space Wing made the facility available, and Coleman Aerospace worked with Space Florida to refurbish the facility for future use in missile defense testing.

Coleman Aerospace, Inc., is based in Florida, providing ballistic missile rockets and launch services, and engineering and analytical services for government agencies. The company has been launching rockets since 1995.



### MOON EXPRESS

During FY2017, Space Florida continued its work on the space infrastructure development project for facility improvements to Launch Complex 17 and 18 to develop a Spacecraft Development and Test Operations Facility. The project includes the implementation of specific facility requirements and equipment for propulsion development and space transportation operations.

This project provides a private partner, Moon Express, a corporate home at Cape Canaveral with the capability to develop, manufacture, integrate and test robotic spacecraft systems for transportation of scientific and commercial cargo to the Moon and beyond. The U.S. Air Force licenses (leases) Launch Complex 17 and 18 to Moon Express. Moon Express will refurbish

and construct facilities for propellant storage, engine test stands, labs, shops, assembly bays, and a control room supporting range testing and mission operations. Future plans include setting up a robotic research station at the Moon's south pole, a lunar sample return, and harvesting lunar resources for use in long term space development. In 2016, Moon Express became the first company in history to receive U.S. Government authorization to send a private spacecraft beyond Earth's orbit and land on the Moon. This project helps to enable the beginning of a new era of ongoing commercial lunar trade and logistics operations focused on the Moon's valuable resources.

FDOT funding assistance to Space Florida, who will in turn partner with Moon Express, is \$1.85M to design and construct space transportation infrastructure at Launch Complex 17 and 18 within the boundaries of the Cape Canaveral Spaceport. Space Florida will leverage these grant funds through a public-private partnership with Moon Express who will match the grant and fund the remaining project costs. This is a \$21M multi-year project for space transportation infrastructure improvements. This project will expand the capabilities of the Cape Canaveral Spaceport and facilitate growth in Florida's commercial space industry. FDOT's funding participation in this project is intended to increase the number of spaceport operations at Cape Canaveral Spaceport and will further stimulate local growth in the aerospace workforce. Development of the spaceport and supporting efforts to create space-based trade and logistics will eventually create additional revenues that result in Cape Canaveral Spaceport becoming more self-supporting.



### GKN AEROSPACE

In February 2017, GKN Aerospace announced it would be bringing 170 jobs to Panama City, Florida. These jobs pay an average wage of \$63,000 and support Florida’s growing aerospace and defense industry. Specifically, the project will be located at the St. Joe Venture Crossings development adjacent to the Northwest Florida Beaches International Airport.

The St. Joe company is constructing the facility for GKN. The facility is schedule to open in October of 2017. Space Florida’s participation is financing and leasing back \$27.2 million in equipment to a subsidiary GKN Aerospace Florida. Space Florida’s involvement in this project is critical to bringing the project to Florida.

### RUAG SPACE USA

In late November 2016, RUAG Space USA Inc., announced its selection of Brevard County for a new production facility. RUAG expects to have 60 full-time workers by 2025, but began with 10 employees at an average salary of \$50,261.

RUAG Space USA, which is operating at the Port Canaveral Logistics Center in Titusville, is a supplier

“It’s been a journey, but all through the journey what we found was a state and partners and friends that welcomed the idea of an industry of high-tech jobs coming to their area.”

**Mike Grunza, CEO GKN Aerostructures North America**

of spacecraft equipment. The company will play a key role within a growing supply chain for the aerospace and satellite industry in Florida. One of RUAG’s first customers is OneWeb Satellites, located in Space Florida’s Exploration Park. RUAG plans to manufacture satellite panels for OneWeb, which is slated to produce a constellation of 900 satellites by the end of 2020.

### MADE IN SPACE

In 2017, Space Florida forged a first-of-its kind financing arrangement with the innovative in-space manufacturing company, Made In Space (MIS) Inc. With operations in Jacksonville, Florida and in Silicon Valley, Made In Space is a market leader in the growing segment of in-space manufacturing.

MIS products are utilized both in space and on Earth, and the company was the first to manufacture hardware off the planet. Under the agreement, Space Florida provided financial assistance to MIS in support of the company’s entrance into the fiber optics manufacturing market. Provided as security for the loan are space-based or space-bound hardware utilized to manufacture fiber optics in the microgravity environment of the International Space Station. The agreement breaks new ground in how space assets can be financed and collateralized by lenders, as well

as paves the way for expanded commercial financing in the segment. In December 2017, MIS will launch to space a pilot facility that will manufacture ZBLAN optical fibers in microgravity. It is anticipated that in-space production of ZBLAN will create a fiber of higher quality – one that cannot be made on Earth. This space-produced product will remain competitively priced against fibers produced terrestrially. The agreement with Space Florida strengthens MIS’ ability to bring this amazing product to market and provide economic development to the state.

“We believe ZBLAN fiber will be the first commercially produced product manufactured in space that is brought back to Earth for use. It’s potential to impact life on Earth and mankind’s utilization of space is tremendous. Space Florida’s assistance has been invaluable as we have worked to develop this truly revolutionary product.”

**Andrew Rush, President and CEO of Made in Space**



## SPACEPORT OPERATIONS



### SPACE LAUNCH COMPLEX 46

SLC-46 is located on the eastern most end of the Cape, and covers approximately 30 acres. The launch facility was built in 1985 by the US Navy to support land-based testing of the Trident submarine-launched ballistic missile. The State of Florida took over SLC-46 in the 1990s, during which time, the pad saw just two launches before going dormant.

Today, SLC-46 is operated by Space Florida under the authority of a Real Property License with the USAF, a Joint Use Agreement with the United States Navy and a Federal Aviation Administration Launch Site Operators License. Space Florida serves as a mission partner to SLC-46 customers, providing lease access to the site and serving as liaison to range services.

In 2010, Space Florida began an extensive two-phase renovation program to enhance the marketability

of SLC-46 to a diverse set of prospective customers. The scope of this project included environmental studies, design and construction to modify existing systems as required to restore operational capability to support civil, commercial and military launch capabilities. A total of \$6.6M was provided by federal, state and local partners to provide for the upgrade of common use capability.

Space Florida's SLC-46 is an extremely flexible and configurable launch facility that can be modified to support a variety of new and smaller launch vehicles, including suborbital vehicles requiring only a concrete pad surface for mounting a launcher. With minimal post launch refurbishment required, SLC-46 can support multiple launches per year.

In FY2017, Space Florida's SLC-46 hosted media days to show off the renovations and capability of the pad. In February, Orbital ATK visited the pad for a media day in anticipation of a late summer 2017 launch of its Minotaur rocket from SLC-46. The launch would mean the first from the Cape Canaveral Spaceport for the company.



Photo Credit: US Air Force

## SPACE FLORIDA'S SHUTTLE LANDING FACILITY (SLF)

In FY2017, Space Florida continued to ramp up activity at its SLF, serving both government and commercial customers.

In May 2017, accompanied by a loud sonic boom, a United States Air Force Orbital Test Vehicle (OTV) landed at the SLF. The Boeing X-37B carried the OTV mission, which had been underway since May 2015, more than 620 days. On the ground, Andretti Autosports and Genovation Cars have both used the runway's contoured, high-friction surface for speed and performance testing. Johnny Bohmer Racing, a West Palm Beach-based automotive company, is a frequent customer, using the SLF as "Proving Grounds" for the high-performance vehicles. In July 2017, Genovation's Extreme Electric (GXE) car broke the land speed record for a street legal all-electric vehicle by running 205.6 mph during a test with Johnny Bohmer Racing. The previous record, also held by Genovation, was 186.7 mph.

Celebrities were no stranger to the SLF either. Aerosmith's Steven Tyler, actor Jeremy Piven of HBO's *Entourage* and astronaut Chris Hadfield all made visits to the SLF in FY2017.

NASA's Super Guppy, a United States Air Force C-5 and the Antonov have all made several trips to the SLF for payload or equipment deliveries. The SLF remains the destination and embarkation point for NASA astronauts traveling to Kennedy Space Center from Houston.



## PARTNERSHIPS & TECHNOLOGY DEVELOPMENT

### SPACE FLORIDA, FLORIDA VENTURE FORUM & CAPITAL ACCELERATION

In FY2017, Space Florida continued its partnership with the Florida Venture Forum to strengthen its existing capital acceleration and small business development programs. Founded in 1984, the Florida Venture Forum is a statewide member-based organization that helps entrepreneurs obtain funding through education, strategic partnering and effective networking. In two separate capital acceleration events, Space Florida provided the Accelerating Innovation cash awards totaling \$300,000.

At the VentureTech Showcase held in Tampa in November 2016. A total of 14 presenting companies, from across Florida in a variety of industry sectors, were selected from a statewide pool of approximately 50 applicants by a committee of active Florida venture capitalists and other private equity investors. The top two cash prize winners were:

#### Winner \$100,000

Catalyst OrthoScience LLC (Naples) is commercializing a novel design for a total shoulder replacement system known as the Catalyst Shoulder Replacement System.

#### Runner-Up \$50,000

EagleEye Intelligence (Boca Raton) provides end-to-end, unified intelligence for public safety and security. They solve a pressing need to unify and manage real-time intelligence given complex operational eco-systems of applications, data, equipment, and growing utilization of unmanned aerial systems (UAS).

In May 2017, at the 10th Annual 2017 Florida Early Stage Capital Conference in Orlando, a total of 22 Florida-based companies from across the state and a variety of industry sectors were selected to from a pool of more than 130 applicants to present before an audience of investors, deal professionals and entrepreneurs.



The top three cash prize winners were:

#### First Place \$75,000

SiteZeus (Tampa) uses big data systems and unparalleled data visualization technology to provide a leading edge platform for site selection for restaurants and related retailers.

#### Second Place \$50,000

Auxadyne (Keystone Heights) is commercializing auxetic foam technology developed at Florida State University. This foam provides superior protection in athletic equipment and enhanced patient comfort in prosthetic devices.

#### Third Place \$25,000

Admiral (Gainesville) offers an advanced adblock analytics and automatic revenue recovery. They provide a multi-faceted platform that enables website publishers to size and solve the unique adblock problem presented by their unique userbase.

At the end of FY2017, participating companies in Space Florida's capital accelerator events had collectively raised \$117.3 million.

## FLORIDA-ISRAEL INNOVATION PARTNERSHIP

In October 2013, Florida and Israel created a \$2 million recurring joint fund to support research, development and commercialization of aerospace and technology projects that benefit both Israel and Florida. In FY2017, for the fourth year in a row, Space Florida announced its Call for Projects as part of this joint funded research program with the Israel Innovation Authority. In total, 22 joint proposals were submitted by teams of for-profit companies in Florida and Israel, and five teams were selected for the fourth-round awards.

The Florida winners of the Fourth Round Call for Projects of the Space Florida-Israel Innovation Program are: **Micro – gRx/Sanford Burnham Preby’s Medical Discovery Institute** (Lake Nona, FL); **Harris Corporation** (Melbourne, FL); **HeuRobotics** (Daytona Beach, FL); **Semplastics Inc.** (Oviedo, FL); and **SynergyWerks Aerospace** (Hobe Sound, FL).

Harris Corporation/Nano Dimensions:

- Research from the **Harris Corporation** will jointly develop the next generation of 3D printed electronic systems. The project will demonstrate double-sided, multi-layer circuits, with no-touch manufacturing labor. Harris and **Nano Dimensions** propose to develop a prototype as well as proof of concept of all the functions required. Such development is planned to lead to cost reductions of \$400K per small satellite, thus providing enormous market capabilities for both entities.

“The innovation partnership continues to support research, development and commercialization of aerospace and aviation technology at a global level, and I look forward to seeing the successes of each winning team.”

**Frank DiBello**  
Space Florida President and CEO

## THE SPACE LIFE SCIENCES LAB

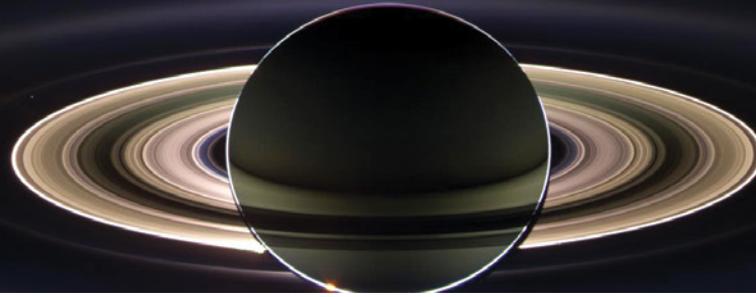
Space Florida’s Space Life Sciences Lab (SLSL) is a world-class commercial research and development facility. The building houses laboratories, controlled environment chambers, a dark room, conference rooms and office space. In FY2017, the SLSL welcomed four new tenants, which include:

- **Scientific Florida**
- **Meta Vista, LLC**
- **Vimana Industries**
- **Space Tango**

*Tenant Highlight:* Aboard the SpaceX Falcon 9 launch carrying NASA’s Commercial Resupply-12 (CRS-12) to the International Space Station in August 2017, Space Tango launched a second TangoLab facility. The TangoLab, which is the second to be installed on the ISS, will enable Space Tango and partners to build and conduct experiments.



## EDUCATION & RESEARCH



### EDUCATION & RESEARCH

**The University of Central Florida Center for Microgravity Research** was established through joint funding from Space Florida and UCF. The goal of the Center is to grow the space science enterprise in the State of Florida by establishing and building on expertise in the area of microgravity research including ground-based and space-based science and payloads. Building a credible microgravity science program is critical to establishment of the capability to design, build, test, validate and fly flight hardware systems that will ultimately result in economic growth and job creation.

The Center and its students participated in the development of 22 proposals for external funding and flight services. Eleven of those proposals have been funded and two are still pending. The dollar amount of new external funding generated for research experiments, flights, and launches exceeds \$10 million. The Center is working with scientists in Germany to collaborate on an Earth orbiting satellite primarily funded by the German Space Agency (DLR) to study planet formation. This is potentially a multi-million dollar project.

Funding received by the Center supports research that will promote Florida leadership in emerging

aerospace technologies; address workforce development issues; enhance the technological competitiveness of Florida universities and the aerospace industry; compete for larger sponsored research awards; produce technologies that lead to commercial opportunities and attract and leverage other federal or industry funding.

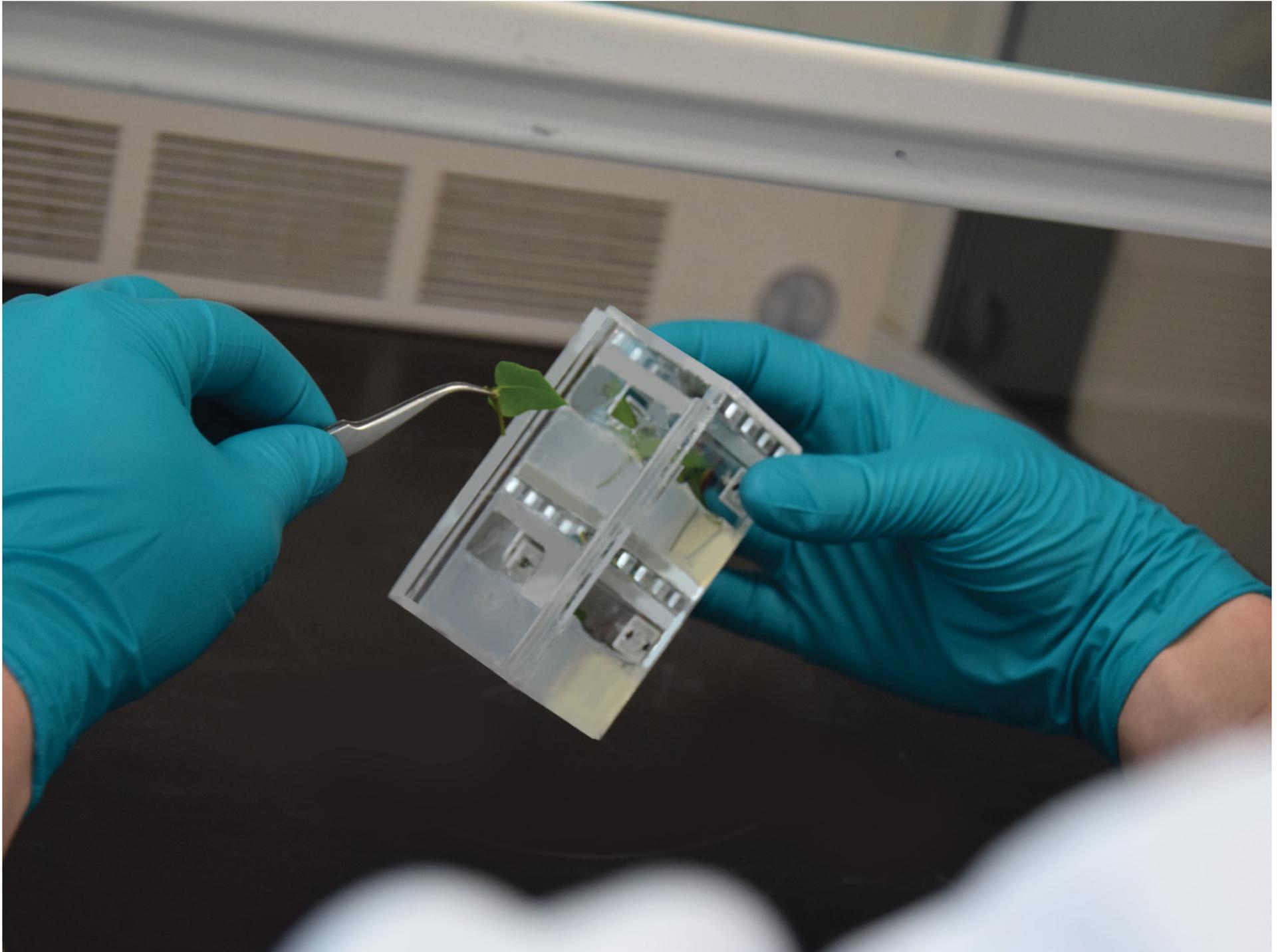
**The Florida Space Research Program (FSRP)** is a jointly funded initiative by the NASA Florida Space Grant Consortium (FSGC) and Space Florida. Founded in 2007, the FSRP combines both Federal and State funds for projects that diversify Florida's space industry and research efforts, while also supporting aerospace workforce development statewide. Space Florida and UCF sponsor and administer the FSRP totaling \$300,000 in grants (\$100,000 from Space Florida) with matching funds from participating universities annually.

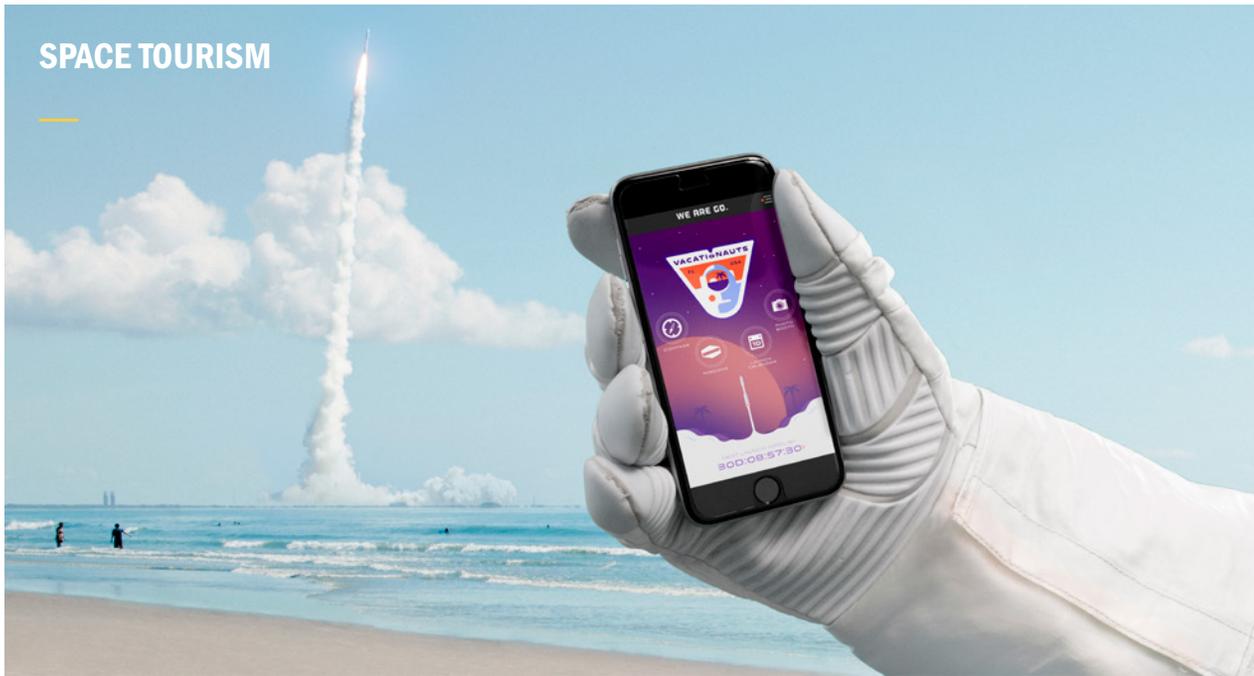
The program is comprised of three categories – The Space Education & Training Program (SETP), Space Exploration & Spaceport Technical Development (SESTD), and Space-Based Research and Payload Development (SRPD). The State of Florida and Space Florida have been significant contributors to the Florida Space Research Program since Space Florida's

inception in 2007. Since FSRP was founded, Space Florida has made a total investment of more than \$985,000 for a statewide economic impact of more than \$8 million, and 12 different Florida universities have been among the awardees.

Funding received by winners is intended to support research that will promote Florida leadership in emerging aerospace technologies; address workforce development issues; enhance the technological competitiveness of Florida universities and the aerospace industry; compete for larger sponsored research awards; produce technologies that lead to commercial opportunities and attract and leverage other federal or industry funding.

Space Florida and UCF FSGC are funding 16 space technology and education research projects from UCF, ERAU, UF, Miami, FSU, FIT, USF, and Florida Poly. UCF FSGC/Space Florida and the NASA Kennedy Space Center Technology Transfer Office (TTO) have partnered to establish a pilot program to provide Florida universities with a competitive opportunity to develop KSC patented technologies for potential commercial purposes.



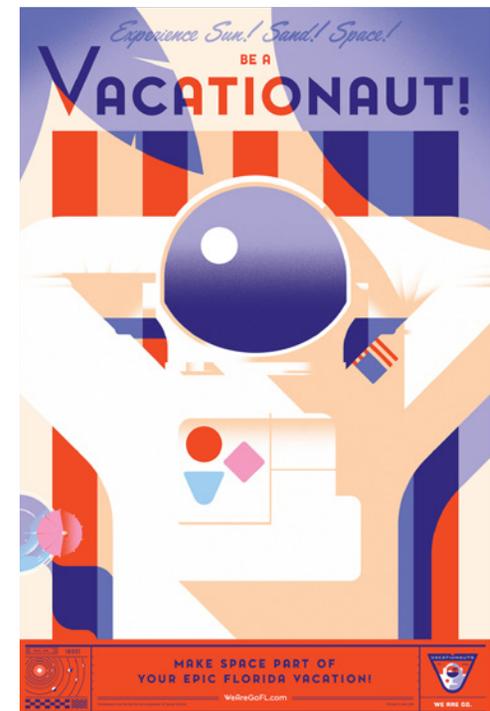


In FY2017, Space Florida in partnership with Paradise Advertising & Marketing, Inc. continued our international multi-media campaign to promote Florida as the rocket launch capital of the world with the consumer facing space tourism brand “We Are Go.” The promotion of the We Are Go campaign focused on major Florida metropolitan areas (Orlando, Miami, Tampa Bay, Jacksonville, Fort Lauderdale and West Palm), New York City, Chicago, Philadelphia, Atlanta, Boston, Washington DC and San Francisco. International marketing targets included the United Kingdom and Germany.

Our target audience falls into three main groups: Space Enthusiasts (10.8% of U.S. population falls into this profile), Educational Families (4.9% of the U.S. population), and people in-market for Florida Travel.

We launched our new campaign, “Vacationauts,” in September 2016. By layering a new message to the We Are Go brand, the campaign aims to recruit both in- and out-of-state visitors to a unique community of “space-cationers” who make it their mission to include space in their next Florida vacation. Research was conducted to devise the best way to reach our target and show them the “out-of-this-world” experience they could have in Florida.

“Vacationauts” is a national, award-winning multimedia campaign with television, print, email, public relations, digital and social components. The campaign includes having “Vacation Control” encourage viewers to make space an epic part of their Florida vacation. Using a combination of vintage and modern design elements, the audience is urged to reignite the glory days of space.



## ELEMENTS OF THE VACATIONAUTS CAMPAIGN INCLUDE:

### Commercials

Award-winning videos were created for television, online ads and social media channels and followed the “adventures” of Vacation Control as they monitored vacationers and helped them add space attractions to their Florida getaways.

### Print Ads

With photography by Dean West, we created scenes of families enjoying Florida “space” adventures, from watching rocket launches to the more whimsical idea of an astronaut building sand castles. These award-winning print ads ran in publications such as USA Today NASA special edition in 2016 and 2017.

### Posters

Partnering with Oakland, California design studio Lab Partners, we created a series of retro-stylized tourism posters. The entire series gives a nod to classic travel art from the 1960s through the use of vivid colors and stylized illustrations. These award-winning posters became available for download on our website in March 2017.

### PR Kit Lunchboxes

Using design elements from our tourism posters, the Paradise Public Relations team developed a unique, award-winning Press Kit for journalists and influencers. Invoking a nostalgic feel, the kits were designed as a vintage metal lunchbox covered with Vacationaut art. Inside the kits were pens, lapel pins, badge patches and astronaut ice cream, as well as a full write-up and designed booklet detailing the We Are Go Vacationaut brand.

### Emails

A series of emails were created to send out to paid lists targeting Space Enthusiasts and Educational Families interested in Florida Travel.

### Digital Ads

Animated and static digital banners were created featuring Vacationaut design elements and photography with click-throughs to our website at WeAreGoFL.com.

### App

Working with TriFin Labs, an app was offered through the iTunes and Google Play store to bring the fun and thrill of being a “Vacationaut” onto your phone. Combining popular components of other social media platforms such as quizzes, games, messaging, check-ins, and earnable badges, the Vacationaut app unites trip planning, upcoming launch information and sharable experiences within one location. Inside, users can find a compass that points in the direction of the next launch, a community packed with other space fanatics and consistently updated information on Florida attractions—space related or otherwise. An ongoing and ever-developing network, the app creates an environment that encourages individuals to not only visit Florida and its space attractions, but to return for more.

### Email Stats

**753K**  
Open Rate

**92.4%**  
Clicks to the website



### App Stats

**3.3K**  
Users

**3K**  
Badges Awarded

+ Check-ins at “Points of Interest” - 78

## Website

WeAreGoFL.com was likewise remodeled to reflect the Vacationaut campaign and can be used to access some features on the We Are Go Vacationauts App without needing a smart phone, such as launch countdowns, launch calendars, community quizzes and polls.

### Website Stats

**298K**  
Sessions

**236K**  
Users

**628K**  
Page Views

## Social

Our social handles (@WeAreGoFL) on Twitter, Facebook and Instagram continued to create a community of like-minded travelers who are interested in space and STEM, as well as Florida travel. On our handles, we garnered engagement by incorporating educational content, space news updates, social-specific videos, reactionary Vacationaut GIFs, shared user content, and Vacationaut/community information.

### Social Media Stats

**12.8 M**  
Followers

**6,354**  
Follower  
Growth

**99,8K**  
Interactions

Social “influencers” and partners were also identified and were given versions of the PR Lunchboxes to share with their followers and promote the We Are Go Vacationaut brand.

The We Are Go - Vacationauts campaign has won more than 20 different awards on a regional level all the way to nationally acclaimed award shows. Below highlight a few of the awards won:

### Flagler Awards

#### Henry

TV Advertising - Vacationaut TV Campaign  
Websites - WeAreGoFL.com  
Print Ad - Vacationauts Print Ad

#### Best in show

Vacationaut Posters

### National Addys

#### Silver

Sales Kit - Custom lunchbox

### District Addys

#### Gold

“We Are Go - Vacationauts” Cross Platform,  
Integrated advertising campaign

#### Gold

“We Are Go—Vacationauts,” Online/Interactive  
Mobile App for Space Florida

#### Silver

“We Are Go - Vacationauts” PR Lunchbox  
for Space Florida

### Hermes Awards

#### Platinum

Online Placement

#### Gold

Overall Media Kit

**We Are Go** Sponsored · 🌐

Are you ready to make Space an epic part of your Florida vacation?

Download the We Are Go App. [Download](#)

When will yo countdown k

**We Are Go** February 23 · 🌐

Vacationauts, earn you Space Stomping Grounds badge when you visit **Kennedy Space Center Visitor Complex** and check in!

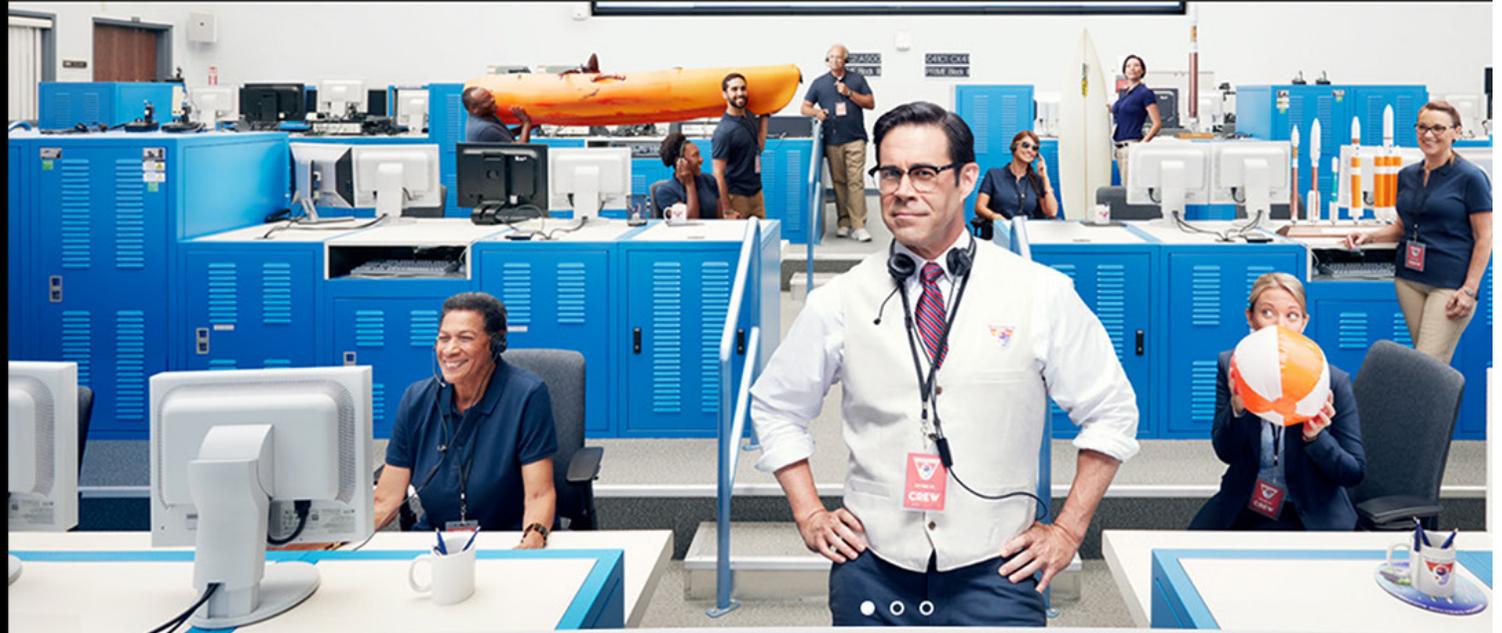
**SPACE STOMPING GROUNDS**

WE ARE GO.

👍 Tom Merrick and 6 others 1 Share

👍 Like 🗨 Comment ➦ Share

WE ARE GO



NEXT LAUNCH  
ATLAS V - OA-6



MacBook



## LOOKING AHEAD

The Cape Canaveral Spaceport saw tremendous growth during FY2017, continuing its development in becoming our planet's premiere transportation hub for space commerce and the gateway to space in the 21st century.

Florida's space industry, one that has a storied legacy, has continued a transition from a government-led and focused industry to a busy commercial market-driven industry, supported by government. Space Florida continues to make Florida the Place for Space, driving this by enabling the spaceports throughout the State.

At the Cape Canaveral Spaceport, the evolution is unmistakable. We've witnessed satellite and rocket manufacturing facilities rise, becoming neighbors and industry partners. Historic launch complexes have entered new seasons of life. SpaceX brought the former shuttle pad 39A back to life with the launch of a Falcon 9 rocket while Space Florida worked diligently to refurbish Space Launch Complex 46 for future use from a variety of providers, including Orbital ATK and its Minotaur IV rocket.

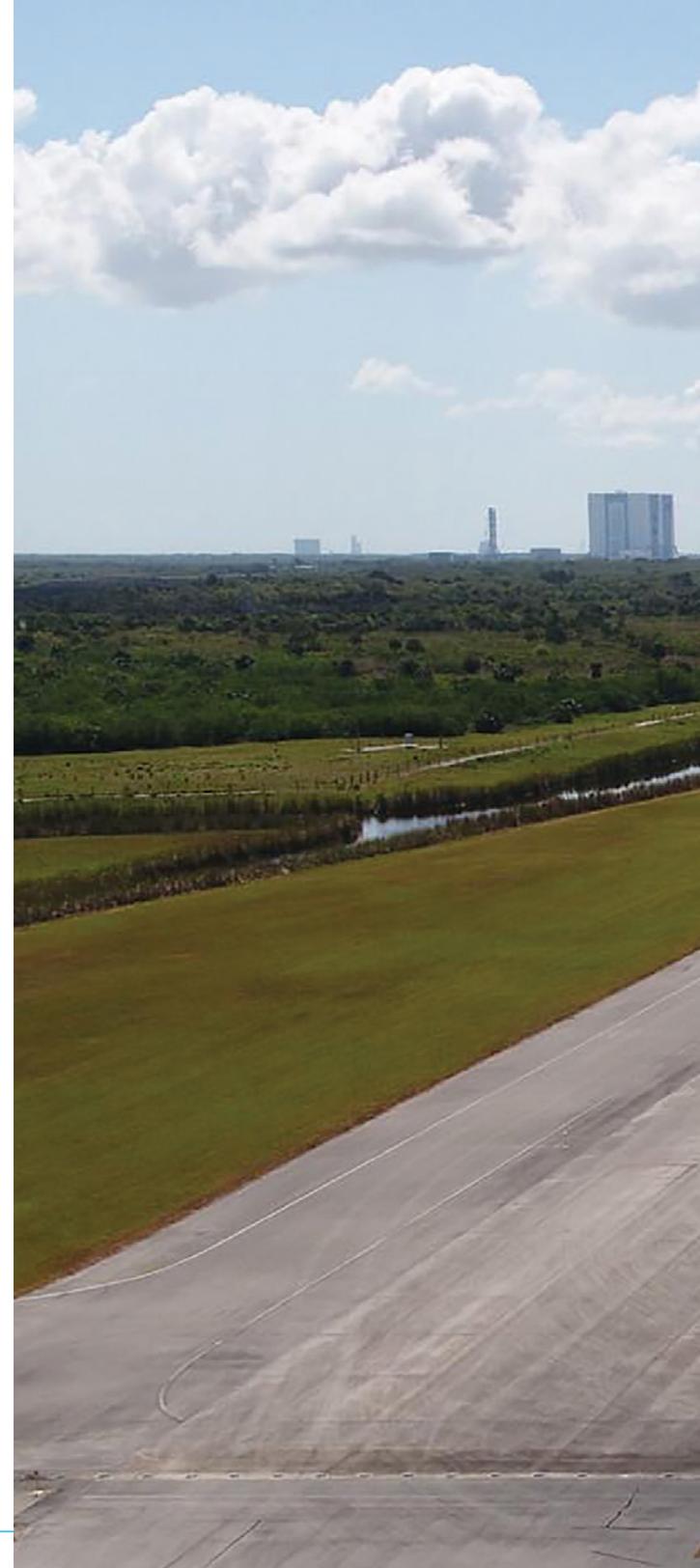
And over the next 10 years, the Spaceport will grow as the most diverse and capable space transportation and operations center in the world.



Across the state, Space Florida and the Governor's entire economic development team have worked hard to invest in Florida's future as not only the global leader in enabling space commerce, but also in capital acceleration.

Florida and the Cape Canaveral Spaceport are poised to dominate the future of the aerospace industry, and Space Florida continues its mission in strengthening the State's leadership in civil, commercial and military space activity.

Frank DiBello  
President, Space Florida











SPACE FLORIDA



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