

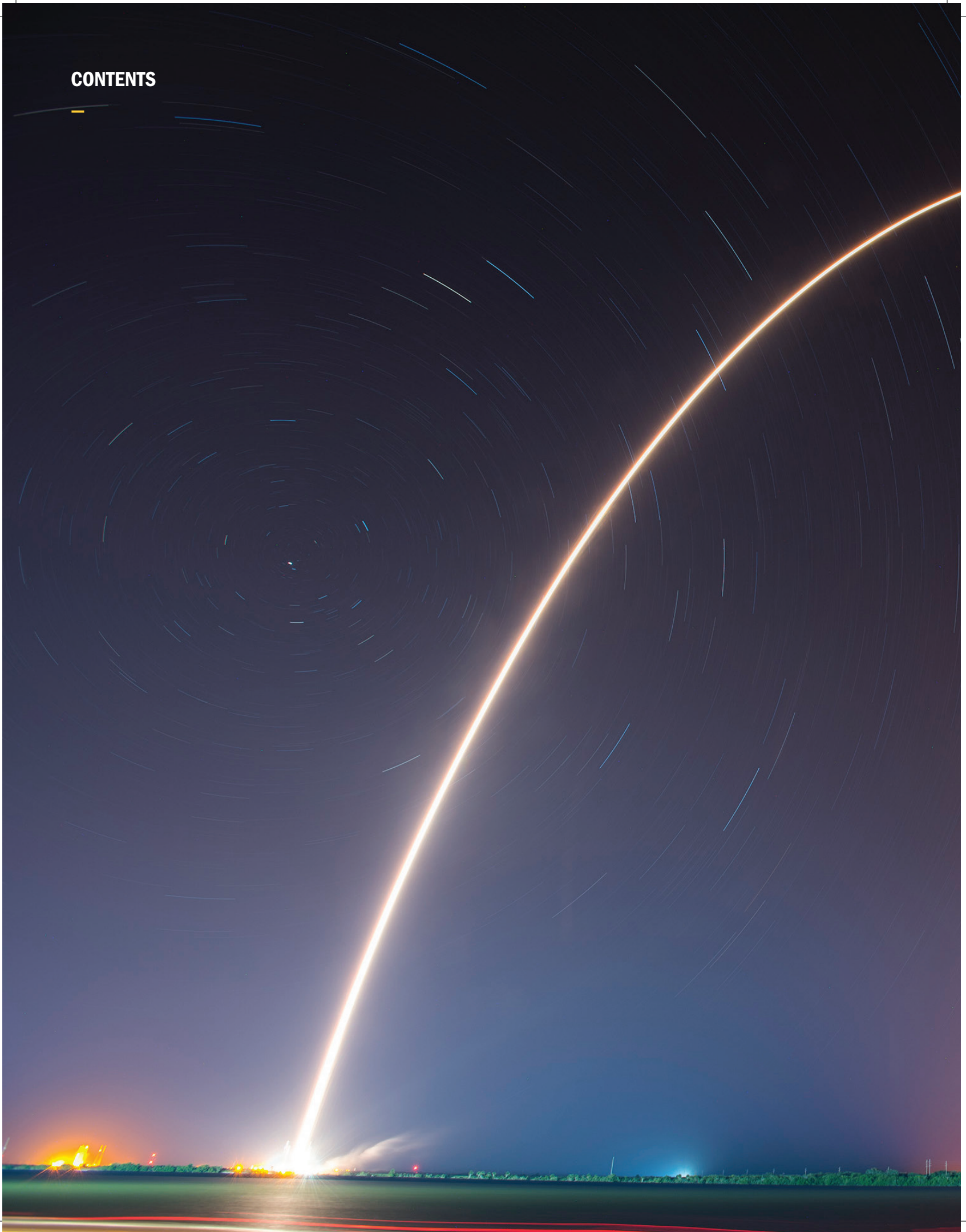


Annual Report

SPACE FLORIDA



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Dear Stakeholder:

The economic development coming from the aerospace industry is truly impressive. Space and aerospace companies that relocate to Florida regularly note our highly-trained workforce, proven infrastructure and great location as the main reason they move to Florida. Space Florida is the driving force in recruiting aerospace 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 while adding more jobs for our families. Since I became Governor, Florida businesses have created more than a million jobs, and our private-sector job growth has consistently exceeded the nation's.

Florida's tremendous economic turnaround results from our efforts to diversify our economy and cut taxes over 55 times to save Florida families and businesses \$5.5 billion, including \$1 billion over the past two years.

And it's working. Just this summer, Lockheed Martin announced they are planning to expand capabilities at their Astrotech Space Operations site in Titusville, Florida, creating up to 300 new jobs. Thales also announced they will expand in Florida adding 327 new jobs in Melbourne and 173 new jobs in Orlando.

Florida has a highly qualified and diverse workforce. In 2016 alone, Space Florida projects resulted in thousands of diverse, high skill, high wage jobs across the space and aerospace sectors. With Space Florida's leadership, Florida will be the best place for space and aerospace companies to locate, grow, and thrive. Florida is on course to be the number one state for the aerospace industry, and will make 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







As the State's aerospace and spaceport development authority, Space Florida continues its mission in making Florida the Place for Space, better positioning Florida as the global leader in enabling space commerce.

We've had a great year. The space industry has continued a transition from a government-led and focused industry to a busy commercial market-driven industry, supported by government. Space Florida has spearheaded this transition and effort by working with the spaceports throughout the State to accommodate and embrace this shift into a commercial-centric market.


Significant wins for Florida in FY2016 included the announcement of the Blue Origin manufacturing and launch facilities and OneWeb Satellites manufacturing facility, which have contributed along with other projects, to create, recruit and retain more than 1,200 jobs in FY2016.

Space Florida and the Governor's entire economic development team have worked hard to reimagine the State of Florida's focus on the integration and manufacturing of spacecrafts and satellites that will be launched from the Cape Canaveral Spaceport.

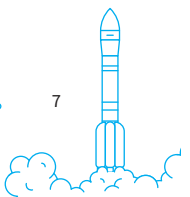
I want to personally congratulate and thank retiring board members Danny Gaekwad, Lewis Bear, Hayden Dempsey and Chris Kise for their dedicated and engaged service to our board, and welcome new board members Mori Hosseini, Sonya Deen and John Rood.

Florida's spaceports and space-related economy have had another robust and successful year. We are pleased to share highlights with you in our annual report.

Sincerely,



William T. Dymond, Jr.
Chairman, Space Florida





WILLIAM T. DYMOND, JR.
President, CEO &
Managing Partner –
Lowndes, Drosdick, Doster,
Kantor & Reed

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DALE KETCHAM
Chief of Strategic Alliances



SHARON SPRATT
Senior Director,
Government Relations

FY2016 Annual Outcomes



In 2016, 76% of the global \$323 billion space market came from commercial aerospace activities, according to the Space Foundation's Space Report 2016. Space Florida and the Cape Canaveral Spaceport are continuing to be the global leader in enabling space commerce, growing a market that is increasing shifting from a government sector to a commercial, private sector.

In FY2016, Space Florida was able to recruit, retain and/or expand 23 space and aerospace-related companies and 1,215 jobs averaging a \$75,518 annual salary. Both are significant increases from FY2015, which saw 16 space and aerospace-related companies recruited, retained and/or expanded.

Additionally, Space Florida implemented 23 strategies noted in the "Florida Strategic Plan for Economic Development" in FY2016. The annual number of research projects, partnerships and grants supported by Space Florida in FY2016 was 62.

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 FY2016 in the following pages.



TOP PROJECTS



BLUE ORIGIN

In FY2016, Blue Origin, established by Amazon CEO Jeff Bezos, selected Florida to build launch, manufacturing and support facilities for its Orbital Launch Vehicle (OLV) program. The project will create 330 new jobs and a capital investment of \$200 million in the region over the next five years.

Space Florida's Commercial Orbital Launch Site Complex Project for Blue Origin is a significant commercial space transportation infrastructure project at the Cape Canaveral Spaceport. The Project provides an emerging commercial launch capability that will position Florida to maintain a leadership role in the commercial space industry. Most notably, the project allows Blue Origin, a private sector launch provider, to be the first to manufacture rockets in Florida. Today, launch providers manufacture their rockets in other states such as California and Alabama and ship them to Florida for launch.


FDOT infrastructure funding assistance to Space Florida in support of the Blue Origin project is \$26.4 million. Space Florida is leveraging these 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. In addition to construction of the 600,000 square foot rocket manufacturing facility in Phase II of Exploration Park, the historic Space Launch Complex 36 AT Cape Canaveral Air Force Station will be completely redeveloped to host Blue Origin's 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.

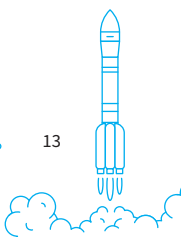
Space Florida anticipates the aerospace partner will provide over \$90 million in additional investment at the manufacturing complex through 2018. Construction began in May of 2016 and is anticipated to be completed in early 2018.

Adding Blue Origin to the growing list of launch providers at the Cape Canaveral Spaceport further solidifies the Cape's standing as one of the world's pre-eminent space ports.



We are really evolved to be pioneers.
We need the frontier. My vision is I
want to see millions of people living
and working in space.

Jeff Bezos | Blue Origin CEO



TOP PROJECTS



NORTHROP GRUMMAN

In October 2015, the United States Air Force selected Northrop Grumman to build the nation's next long-range strike bomber, now known as the B-21 Raider.

The State of Florida and Brevard County cheered the news that the Air Force had chosen Northrop Grumman to build our nation's next-generation bomber. This contract award is expected to be worth \$80 billion for the initial 100 bombers the Air Force says it needs.

Northrop Grumman's decision to locate the "Project Magellan" at Orlando Melbourne International Airport is expected to generate a return on investment well beyond the taxpayer investment in the project. When the company officially announced the project in May 2014, it committed to Phase 1, creating the Manned Aircraft Design Center of Excellence, with an investment of approximately \$75 million in facilities and equipment, and creation of 300 engineering positions at an average annual wage of \$100,000. Overall, the company exceeded the above commitments in Phase 1, having

constructed an approximately 220,000 square foot facility in ahead of schedule and hiring some 425 plus employees at average wage levels well above the promised \$100,000. And it appears the company will exceed its commitments of Phase 2 of the project as well.

Phase 2 of the project is an expansion to include construction of additional facilities, acquisition of additional tooling and equipment and the hiring of 1,500 engineers and related staff to support the Air Force B-21 award. In April 2016 the Melbourne City Council approved a revised site plan submitted by Northrop Grumman for construction of three buildings with offices and laboratories spanning nearly 550,000 square feet, plus more than 4,500 parking spaces and a 90,000-square-foot amenities center for employees, with indoor and outdoor dining. Once completed in the 2019-2020 timeframe, Northrop Grumman's campus will cover approximately 157 acres.



This landmark project is expected to have a positive impact on other sectors within the local and regional Central Florida economy, including the housing and retail sectors. Local realtors report an increase in the number of houses in the \$350,000 -- \$400,000 range being sold in the Suntree and

Viera areas of Brevard County, that is directly attributable to Northrup Grumman's expansion. This increase in home purchases should translate into increased home values over time, thus increasing tax revenues to Brevard taxing jurisdictions like the Brevard County School Board.



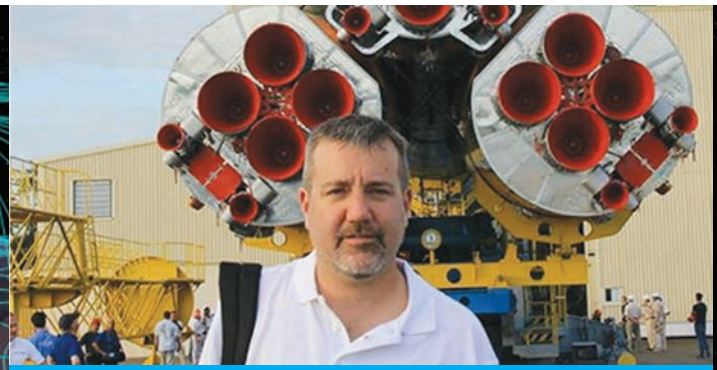
TOP PROJECTS

ONEWEB SATELLITES

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. The move will result in the creation of 250 new jobs and a capital investment of \$85 million.

Leading a transformational shift in the way that spacecraft are integrated, OneWeb Satellites factory will be the most advanced and highest volume satellite production facility in the world, capable of producing 15 satellites per week at full capacity. Moreover, it will be the only satellite production facility co-located within a spaceport, eliminating the costly time-consuming step of shipping sensitive satellite systems thousands of miles.



Florida is an excellent location for our high volume satellite manufacturing facility. The State of Florida and Space Florida really understood our business needs and gave us an outstanding offer to locate in Exploration Park. Our high volume satellite production uses many of the same technologies as aircraft production and Florida has become a center of excellence for both aviation and space related technologies. We will leverage much of the local aerospace capability expanding opportunity in the Space Coast region, and we also anticipate many of our suppliers to co-locate operations near our facility

Brian Holz | OneWeb Satellites CEO

OneWeb will deploy an innovative constellation of 900 satellites into medium Earth orbit; this extensive constellation will allow OneWeb to offer high speed internet access anywhere in the world. OneWeb has teamed with recognized commercial brands including Coca-Cola, Virgin Group and Qualcomm in its quest to bring internet access to underserved populations around the world.

STRATEGIC WEAPONS SYSTEMS ASHORE

Nearly four years after announcing the update of a 1950s-era submarine missile test site at the Cape Canaveral Air Force Station's Launch Complex 25, Space Florida and Governor Rick Scott celebrated the completion of the Strategic Weapons Ashore (SWS Ashore) facility.

The decision for SWS Ashore to remain at the Cape Canaveral Spaceport means the retention of 850 jobs as well as the creation of another 230.

CCAFS Launch Complex 25 was originally constructed for the first Fleet Ballistic Missile Test launches in the 1950s. Use of the location was discontinued in the 1970s. SWS Ashore is a joint effort with the Navy and the State of Florida investing in the redevelopment of the site. In that, Space Florida invested \$5 million in capital improvements at LC 25, in order to foster the development of aerospace technologies in sea-based platforms and strengthen its leadership in military aerospace activity.

The completion ceremony for Space Florida's role in the SWS Ashore facility also solidifies that Navy's footprint on the Space Coast for decades to come.



Florida State Senator Thad Altman



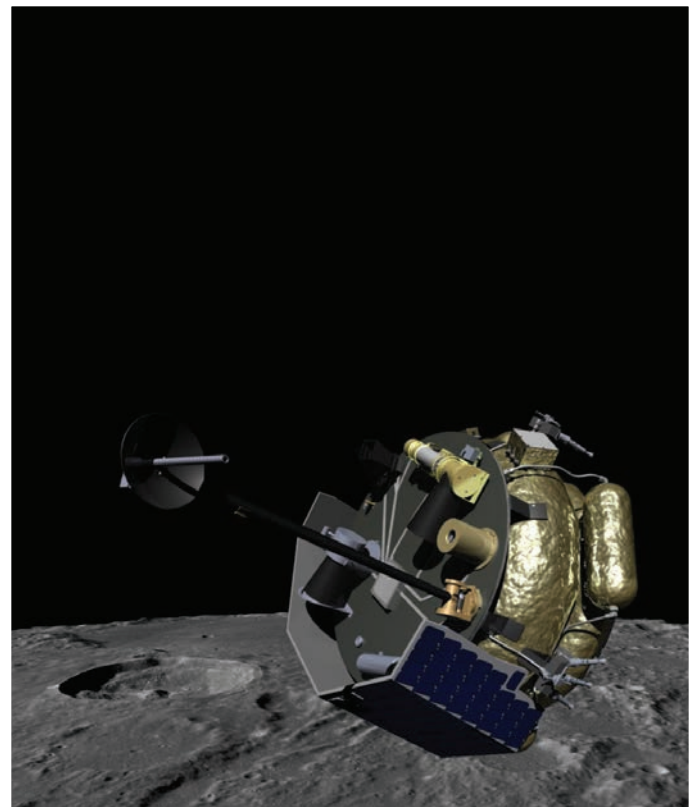
TOP PROJECTS



MOON EXPRESS

In FY2016, Space Florida continued its work on the space infrastructure development project for facility improvements to Launch Complex 17 and 18 to develop a Spacecraft Propulsion and Test Operations Facility. The project includes the implementation of specific facility requirements and equipment for space transportation operations.

This project provides a private partner, Moon Express, the capability to develop and test a fleet of flexible, scalable, multi-application spacecraft intended for transportation to the Moon and beyond. The US Air Force licenses (leases) Launch Complex 17 and 18 to Moon Express who will construct propellant storage facilities, engine test stands, labs, shops, assembly bays, and a control room for testing of robotic spacecraft in preparation for landing on the Moon's surface, eventually delivering cargo to and from the lunar surface, and potentially future on-orbit space transportation depot services.





Creating an off-Earth economy
and multi-planet civilization will
safeguard the long term prospects
of humanity.

Bob Richards | Moon Express CEO



In 2016, the U.S. Government made a historic ruling to allow the first private enterprise, Moon Express, permission to travel 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 Moon’s valuable resources.

FDOT funding assistance to Space Florida, who will in turn partner with Moon Express, is \$1.85M to design and construction of 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 \$21 million, 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 aerospace 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 great space-based trade and logistics will eventually create additional revenues that result in the Cape Canaveral Spaceport becoming more self-supporting.



Shuttle Landing Facility Update

In FY2015, the Space Florida Board of Directors approved the transfer of the **Shuttle Landing Facility (SLF)** from NASA to Space Florida. The SLF, which includes the expanse runway, office space, the air traffic control tower and the Reusable Launch Vehicle (RLV) hangar, is an integral asset in Space Florida's Cape Canaveral Spaceport operations and long-term vision. At 15,000 feet long and 300 feet wide, the SLF runway is one of the longest and most capable in the world, making it ideal for commercial use by Space Florida.

Since the transfer of power in FY2015, the SLF has seen an abundance of activity. The SLF is serving both current NASA and Department of Defense customers, as well straight-line testing for automotive companies.

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.

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.

In March 2016, on a first-time visit, the crew of World War II-era Boeing B-17 Bomber from the Commemorative Air Force flew into the SLF for a tour of the aircraft.





Partnerships & Technology Development

SPACE FLORIDA, FLORIDA VENTURE FORUM & CAPITAL ACCELERATION

In FY2016, Space Florida partnered with the Florida Venture Forum to strengthen its existing capital acceleration and small business development programs. Founded in 1984, the Florida Venture Forum is an entrepreneurial and private company investor networking group. In two separate capital acceleration events, Space Florida provided the Accelerating Innovation cash awards totaling \$150,000.

The **Emerging Technologies and Business Showcase** was the inaugural event for the Space Florida and FVF partnership. Held in Coral Gables in November 2015, there were more than 150 attendees and 24 presenting early- and growth-stage companies. Space Florida provided cash awards in two categories - \$100,000 for a growth-stage company and \$50,000 for an early-stage company.

RedCap, a Fort Lauderdale-based technology and business process that changes the way people buy and service vehicles, won the \$100,000 prize at ETBS for the growth stage category. RedCap is a valet services that allows dealers to offer an “out of store” experience for customers.

Miami Beach-based Videoo, offering a technology that better engages audiences through social video, topped out the early stage category, winning \$50,000.





At the **2016 Early Stage Conference** held in St. Petersburg in May, there were 20 presenting companies competing for Space Florida's \$150,000 cash. These presenters were selected from an applicant pool of more than 100, and were chosen by a 13-person selection committee made up of Florida venture capitalists and investors like Tamiami Angel Funds, Stonehedge Growth Equity Partners and New World Angels.

Candidate Guru, Inc., a Weston-based employment resource company, won the top prize of \$100,000 at the Early Stage Conference. Candidate Guru is a technology that matches hiring managers with the right job candidates based on a special database and algorithm. Since winning the Early Stage Conference, Candidate Guru received \$600,000 in additional investments.

Symptify, from Sunny Isles Beach, a virtual doctor that helps users decipher symptoms, took home the second place prize of \$30,000. Third place and \$20,000 was awarded to Streann Media, a Miami-based technology company that provides tools to cable operators, television broadcasters and mobile operators.

Space Florida's capital acceleration programs showcase not only Florida-grown businesses, but also the expansion of capital investment within the State. As a direct result of the two events with FVF, outside investments in participating Florida companies totaled more than \$13 million. Including these events, previous Space Florida business plan and capital acceleration events have led to more than \$80 million in total capital investment for participating companies.

Space Florida has been very supportive in our journey by connecting us with resources that accelerate our commercialization efforts. The benefit of the [capital accelerator] events is its ability to bring visibility to emerging tech companies. It's a great opportunity to network with potential partners while also setting the stage for NeXtGen to gain a larger footprint in the Florida eco-system.

Joann Ocampo
NeXtGen Biologics, Inc. Marketing Manager

- **NeXtGen Biologics, Inc.** of Gainesville, Florida is just one example of the success of Space Florida's capital acceleration program and partnership with Florida Venture Forum. NeXtGen Biologics is a class II medical device company developing novel technologies in the field of regenerative medicine. The Gainesville-based, women-led company was founded in April 2014. Since presenting at the Emerging Technologies and Business Showcase, NeXtGen received more than \$2.775 million in capital investments. To date, NeXtGen Biologics has more than \$4 million in capital investments.





Left: Oren Milstein, StemRad CEO, next to a manikin wearing a preliminary concept of the AstroRad vest for use in deep space. It is based on the StemRad 360 Gamma radiation vest worn by Milstein and by first responders on Earth.

FLORIDA-ISRAEL INNOVATION PARTNERSHIP

For the third year in a row, Space Florida announced its Call for Projects as part of a joint funded research program with the Israel Innovation Authority.

In October 2013, the State of Florida and State of Israel created a \$2 million recurring joint fund to support research program. Space Florida entered into an innovative bi-lateral partnership with the Israel Innovation Authority (OCS) to support joint aerospace research & development projects. In this program, Florida and Israeli companies are invited to form research teams and submit joint applications. Up to \$1 million in grant awards may be made to Florida companies and up to \$1 million to Florida companies. Space Florida administers the program in conjunction with Israel Innovation Authority (OCS), the international arm of the Office of the Chief Scientist.

Twelve joint research responses were received by Space Florida and the Israel Innovation Authority for the third call for projects in September 2015. This was the highest number of applications received in the program, and following evaluations and agreement by both Florida and Israel, four winning applications were selected. The winners, announced in June 2016, include **CadW Therapeutics LLC** (Jupiter, Florida); **Lockheed Martin Space Systems** (Kennedy Space Center, Florida); **Vision Engineering Solutions** (Merritt Island, Florida); and **Sisiosys LLC** (Oviedo, Florida).

We've taken years of experience gained through the protection of emergency rescue workers and are currently adapting our designs for human deep space exploration.

Creating radiation shielding equipment that could accompany and help enable the first manned mission to Mars is incredibly exciting!

Oren Milstein | StemRad Co-Founder and CEO

- **Lockheed Martin Space Systems** has combined with StemRad Israel, and was selected by NASA to design and build Space Radiation protection for Orion's deep-space missions. This research has highlighted the importance of bone marrow protection as well as the development of personal protection equipment for astronaut radiation exposure.
- **Vision Engineering Solutions**, in conjunction with Semi-Conductor Devices Israel, is proposed the development of a sensor suite for tracking and characterizing spacecraft, debris and near-Earth objects.



PARTNERSHIPS & TECHNOLOGY

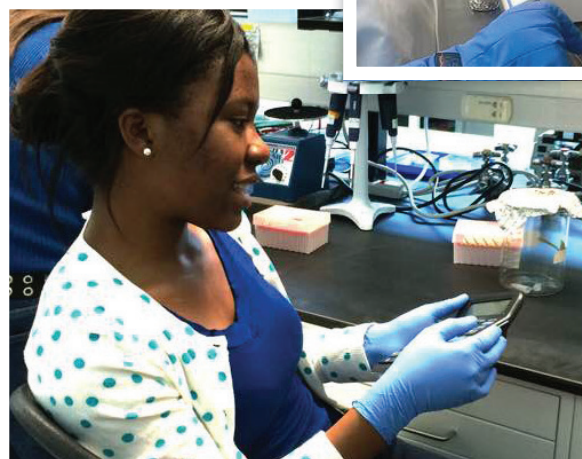
THE SPACE LIFE SCIENCES LAB

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 FY2016, the SLSL welcomed three new tenants, including Techshot and Nitto.

- **Techshot**, founded 26 years ago in Greenville, Indiana, is a small payload developer specializing in aerospace, Department of Defense and biomedical projects. In November 2015, Techshot expanded to the Space Life Sciences Lab in Exploration Park. Techshot currently has several assignments in the works, including its Bone Densitometer.

The Bone Densitometer is the first true X-ray machine for biomedical purposes that will fly into space. The machine will provide quantitative measures of bone and muscle loss in mice during orbital space flight, which allows for the development of measures for crew members by NASA.

Photo Credit: University of Florida



- **Nitto, Inc.**, moved into the SLSL in June 2016. It is a US subsidiary of Nitto Denko Corporation, a global pioneer of state of the art technology. Since 1918, Nitto and its affiliates have earned a reputation as pioneers in the field of pressure-sensitive tape by developing new products through innovative, proprietary technologies.

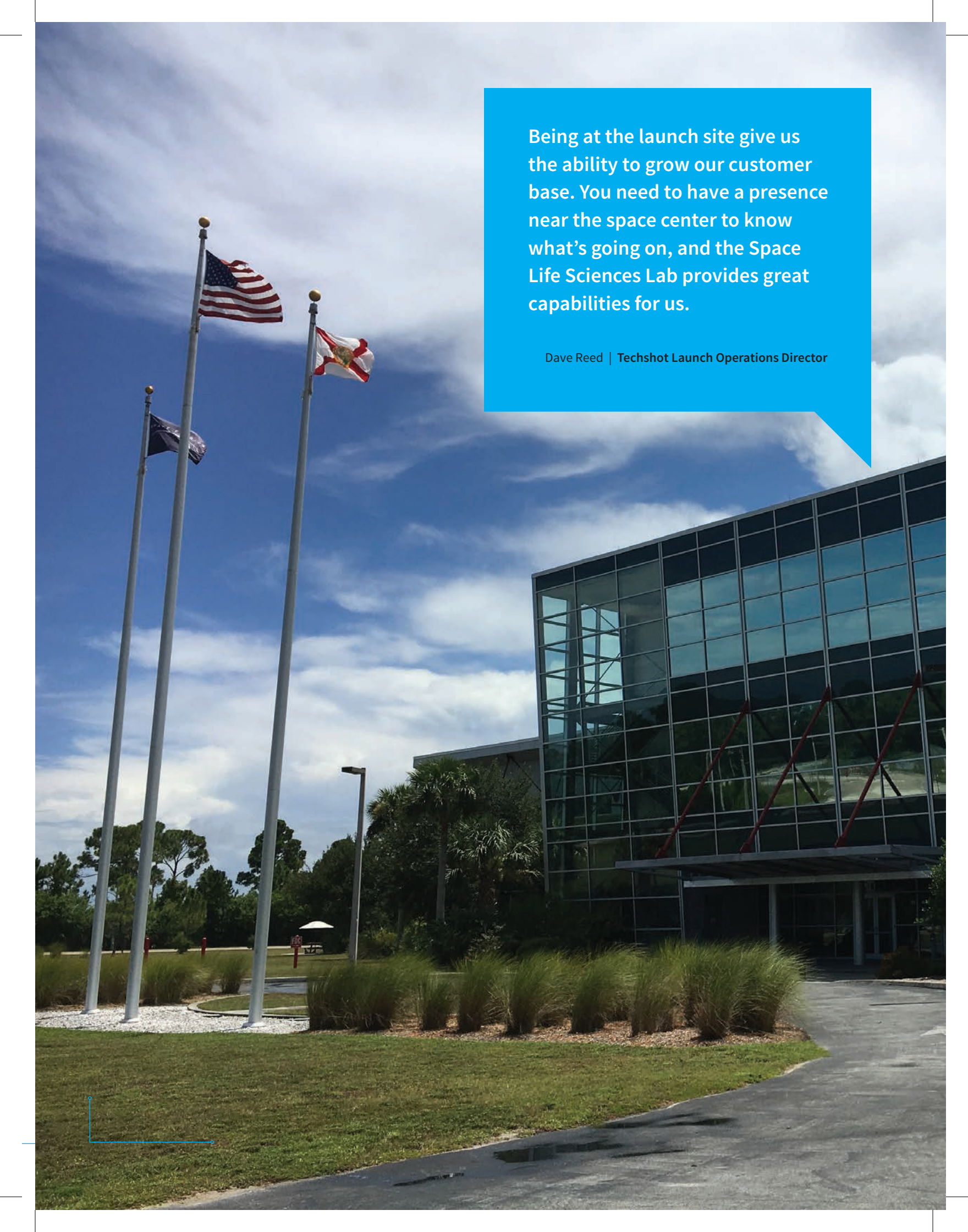
Nitto contributes to the daily lives of individuals and the future of industry with its ability to generate innovative and unique solutions. The aerospace industry is just one of several increasing broad markets that Nitto and its technologies and solutions serve.

Tenant Update:

- The University of Zurich, which took up residency at the SLSL in FY15, celebrated its first Swiss Parabolic Flight in September 2015 in Switzerland. The project was born in 2014, and executed with support from the military airport Zurich Duebendorf and partnerships from Novespace, a subsidiary of the French Space Industry, and owner and operator of the Airbus A310 ZERO-G aircraft, the world's largest of its kind.

The parabolic, or microgravity flight, was built up from scratch, with science, industry and sponsors on board. The entire flight was financed privately without using taxpayer dollars.





Being at the launch site give us the ability to grow our customer base. You need to have a presence near the space center to know what's going on, and the Space Life Sciences Lab provides great capabilities for us.

Dave Reed | Techshot Launch Operations Director

Education & Research

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.

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.

In FY2016, Space Florida and the NASA FSGC announced 14 projects that were awarded through eight universities, including: Florida Institute of Technology, University of North Florida, Santa Fe College, Florida International University, Florida State University, Embry-Riddle Aeronautical University, University of Florida, University of Miami and University of Central Florida.

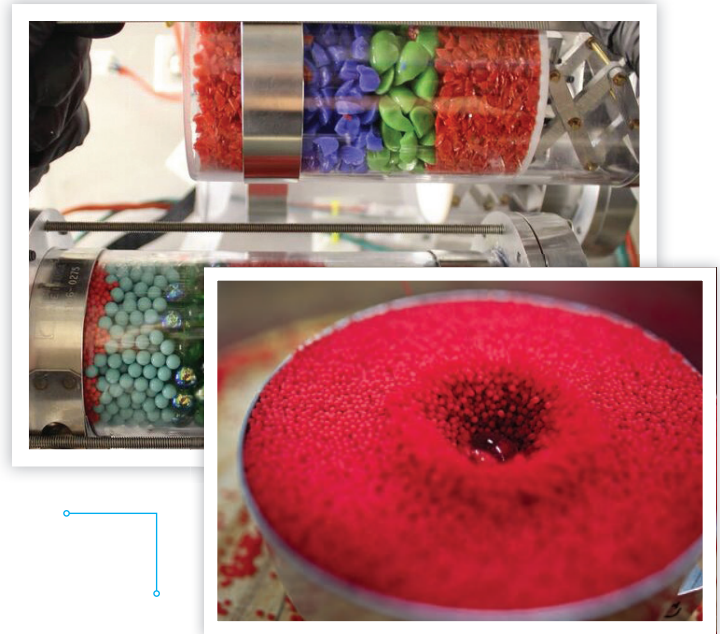
In FY2016, FSRP added a new category of NASA-KSC technology development. The program included a total investment of more than \$592,000 in Florida research from FSGC, Space Florida, and university matching funds.



Through the seed funding provided by this program, new faculty in Florida Universities have the opportunity to conduct much needed research work that has a direct impact on the state of Florida. Based on the results from this research funding, these faculty then continue their research by pursuing larger awards which brings in more money to Florida and expands the scope of scientific research in the state as well as boosts career opportunities for faculty members. This program is a definitive example of how funding research can have a greater impact on economic growth for the state of Florida.

Dr. Jaydeep Mukerjee
Florida Space Grant Consortium Director

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. Space Florida's funding for years one and two of the Center was \$384,000 each year and matched UCF's financial contribution.



The Center has attracted new investment to Florida and increased the number of funding opportunities from NASA and other federal agencies. The Center's activities focus on enabling successful UCF NASA Mission proposals and other aerospace related proposals to the National Science Foundation.

The UCF Microgravity Center has achieved all its milestone objectives in its contract with Space Florida. The Center generated \$1 million in new external funding and launch opportunities in 2012 and has generated \$10 million in accumulated external funding and launch services leverage by the infrastructure and resources of the Center by December of 2015. The Center has helped increase Florida's per capital share of the \$5 billion+ NASA Science budget. The UCF Microgravity Center recently received \$6 million for space research, a first in competing for an additional \$500 million through NASA. In FY2016, a launch to the International Space Station and a Sub-Orbital launch on Blue Origin are all the direct result of that funding.

There are still more missions in the queue, all of which are the result of the Space Florida investment. University of Central Florida's Center for Microgravity Research is now well positioned to provide direct support and services to future industry microgravity and cube satellite research and technology development activities.



Space Tourism

In FY 2015, Space Florida in partnership with Paradise Advertising & Marketing, Inc. launched an international multi-media campaign to promote Florida as the rocket launch capitol of the world. The “We Are Go” brand was created as the consumer-facing space tourism brand of Space Florida. Invoking the “three little words” that have been synonymous with America’s long and fruitful commitment to the exploration of our cosmos, We Are Go would bring attention to the fact that Florida launches on average two rockets every month, making it the best place to see the incredible experience of a rocket launch.

The promotion of the We Are Go campaign was focused on major Florida metropolitan areas (Orlando, Miami, Tampa Bay and West Palm), New York City, Chicago, Philadelphia, Atlanta, Boston, Washington DC and San Francisco. International marketing targets included Canada (Toronto and Montreal) as well as Brazil, the United Kingdom, Ireland 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)
- **People in-market for Florida Travel**

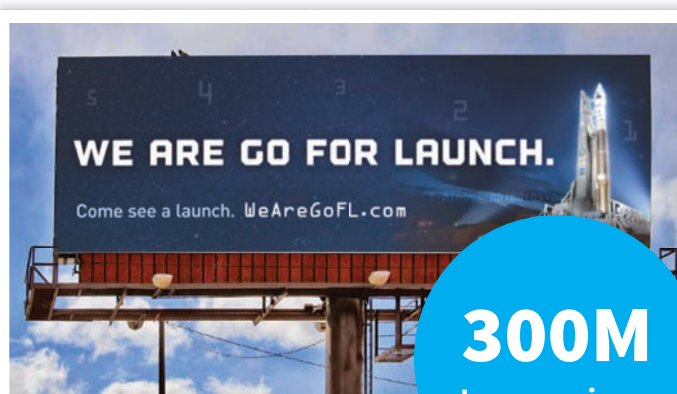
In 2015, Space Florida formed a partnership with the Space Coast Office of Tourism to host launch watching parties around Brevard County. These parties focused on reigniting the fun and excitement that had previously surrounded shuttle-era launches. These parties were held throughout the county



Launch Party Photos

at various partner locations, such as Exploration Tower or beachside restaurants. Attendees received a “We Are Go” t-shirt specific to that launch with the campaign’s hashtag, #WeAreGoFL, on the back. Several parties reached capacity with over 300 people in attendance. These parties are still going strong and other locations around the Space Coast have started holding their own events, showing evidence of the renewed enthusiasm and support for the space tourism community.

As another result of this partnership, Space Florida leveraged billboards located In-Market digital billboard (Space Coast, Orlando, Melbourne Area) and Outdoor billboards located in Florida and in surrounding States such as Georgia and South Carolina. The campaign ran from July 2015 through March 2016 and received over 300,000,000 impressions for these billboards. The billboards continue to build awareness for the We Are Go campaign and to announce when launches are happening as some boards have live countdowns to when the next launch will occur.



Digital Billboard



In December 2015, The “Awakens” campaign ran to capitalize on the anticipation and hype surrounding the new Stars Wars movie release, *Star Wars: The Force Awakens*. A fifteen-second video was created, which was released on social media channels and played in select movie theaters as an on-screen ad prior to the start of *The Force Awakens*. By taking advantage of the Star Wars brand’s popularity, our website and social media channels saw a surge in interest around this time, which helped keep the We Are Go brand relevant throughout the holiday season. The “Awakens” campaign accounted for 85% of campaign traffic to the website for the month of December.

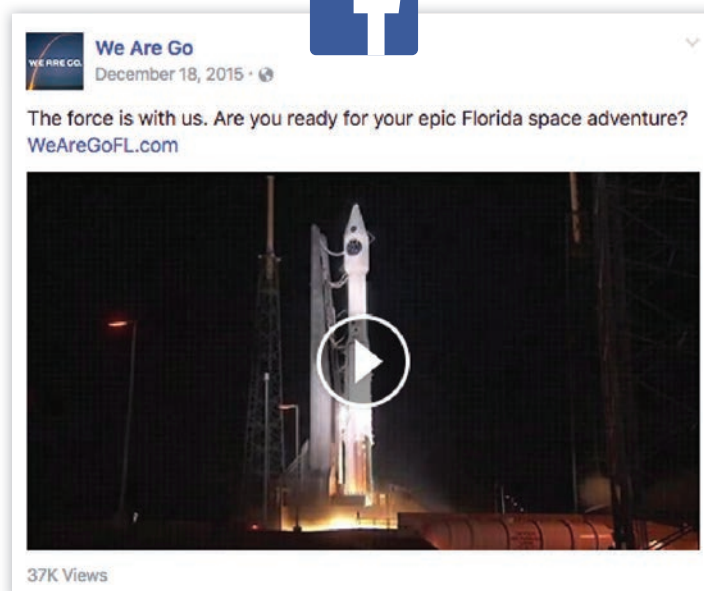
Awakens Campaign Stats

4,573
Website Visits

6.96M
Digital Impressions



Awakens Twitter Post



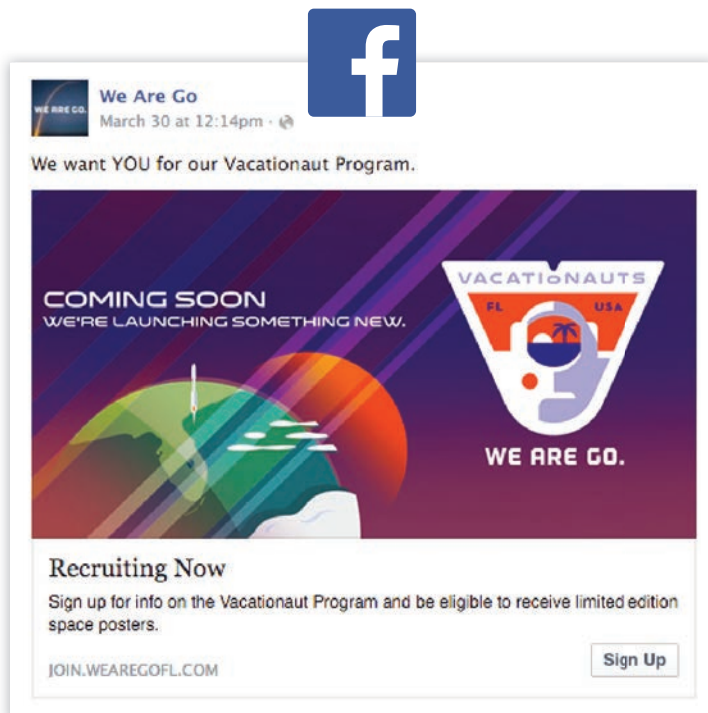
Awakens Facebook Post



SPACE TOURISM

The spring of 2016 saw the beginning of a shift in the campaign as we explored the next best way to grow the We Are Go brand and continue to encourage people to visit Florida to experience Space. 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 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.

To signal this transition and prepare for the new campaign launch coming, we started a teaser campaign. These teasers hinted at the coming “Vacationaut Program” and “We Are Go Vacationaut App.” In partnership with Visit Florida, a ten-second video was created for early morning news, running in April-May 2016. Emails were sent out to 250,000 space-enthusiasts to urge them to sign up for news on the Vacationaut Program, the coming app and to receive an exclusive space poster (which was designed specifically for the campaign). Teaser Facebook posts were also created and ran in March-April 2016.



Facebook Ad



Email

Email Stats

35,539
Opens

31,750
Click-Throughs

Facebook Stats








461,512
Impressions

0.61%
Click-Through-Rate
(Industry average is 0.02%)

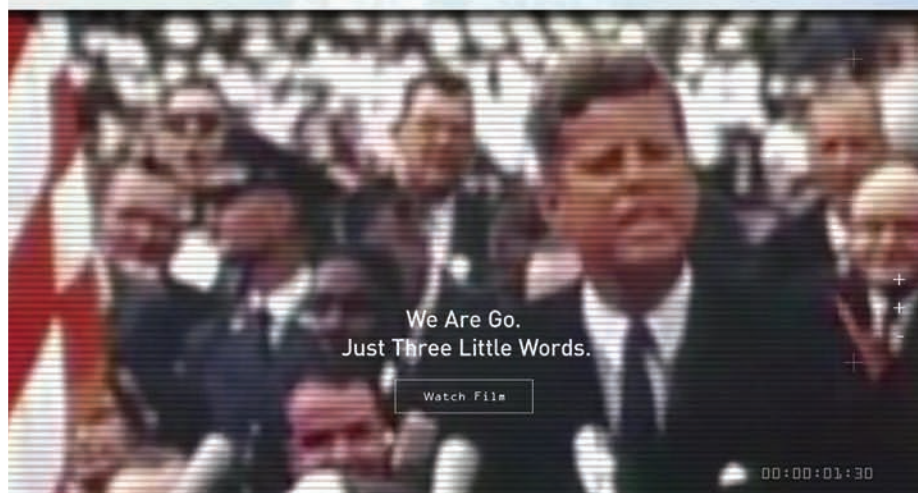
Moving into FY17, We Are Go will launch the world’s first multi-media space tourism advertising campaign - Vacationauts. Through ads appearing on television, digital, out-of-home and social media channels, as well as an app in iTunes and Google Play store, we work to create an exciting and entertaining way for visitors to experience everything Florida and Space has to offer.



Upcoming Launches

 <p>APR 27</p> <p>SpaceX CRS-6 Falcon 9</p>	<p>Tuesday, April 1, 2015 4:04pm</p> <p>Witness the powerful sights and sounds of the SpaceX Falcon 9 rocket launch from SLC-40, Cape Canaveral Air Force Station Kennedy Space Center. This is the sixth of 14 resupply missions by SpaceX for NASA, to the crew aboard the International Space Station (ISS).</p> <p>SEE A LAUNCH >></p>	 <p>JUN</p> <p>GPS IIF-10 Atlas V</p>	 <p>JUL</p> <p>SpaceX CRS-7 Falcon 9</p>
 <p>AUG 27</p> <p>SpaceX CRS-6 Falcon 9</p>	 <p>SEPT 27</p> <p>SpaceX CRS-6 Falcon 9</p>	 <p>OCT</p> <p>GPS IIF-10 Atlas V</p>	 <p>NOV</p> <p>SpaceX CRS-7 Falcon 9</p>

LOAD MORE LAUNCHES



102,419
Website Visits

10,309,400
Social Media Impressions

+20%
Total Follower Growth



Looking Ahead



Cape Canaveral has been the embarkation point for more cargo and humans into space than anywhere else in the world. Looking ahead, it is the vision of Cape Canaveral Spaceport to be our planet's premiere transportation hub for space commerce – a gateway and multi-sector spaceport of the 21st Century, enabled by safe and secure operations conducted across a broad landscape of integrated and often autonomous activities. Reliable, sustainable and world-renowned, Cape Canaveral Spaceport is today the Earth's busiest and most productive.

As the economic activity in low earth orbit expands next to the Moon, Asteroids and elsewhere, Florida has the opportunity to become the crossroads of the commercial space marketplace. A place where people, products and services are coming and going from the home planet to distant sources of materials and energy.

Cape Canaveral Spaceport will be the Earth's *Mile Marker Zero to Space*. From here the other strengths of the robust Florida economy will find new markets and new customers, and new ways to better serve those traditional markets here on earth.

Space Florida is committed to strengthening Florida's leadership in civil, commercial and military aerospace activity. Across the State, Space Florida is working to strengthen the aerospace environment, bringing companies and jobs to Florida.

Because space connects us to one another, across town, and across the planet. We are inseparably connected to space, and the well-being of our global community depends on it.

Space Florida is excited to see what opportunities FY2017 holds. Florida will continue to be the Place for Space as we witness more rocket launches, watch the expansion of manufacturing facilities and behold the growth of the aerospace industry. And as always, we look forward to sharing updates on industry news and happenings.



**CONGRATULATIONS TO FRANK DIBELLO
ON WINNING THE DR. KURT H. DEBUS AWARD
ON APRIL 30, 2016.**

Frank was recognized for his outstanding personal and professional efforts in supporting the U.S. space program throughout his career, with a particular emphasis on his role in maintaining Florida's leadership in the aerospace community as president and CEO of Space Florida.



NOTES



SPACE FLORIDA



SPACEFLORIDA.GOV