

SPACE FLORIDA



**MARKETING COMMITTEE MEETING
Agenda**

**Friday, January 14, 2022
9:00 a.m. EDT**

By Teleconference
Call-in Number: 866-528-2256
Guest Code: 4875556#

Agenda Items	Vote	
Call to Order		Sonya Deen-Hartley
<ul style="list-style-type: none">• Public Comments• <u>Minutes October 12, 2021</u>• <u>Review Marketing Committee Charter</u>• Marketing Activity Update• <u>Customer Satisfaction Survey Results</u>• <u>Marketing Committee Workshop Topics</u>	✓	Howard Haug Howard Haug Howard Haug Emma Newsham Emma Newsham Emma Newsham
Closing Remarks/Adjournment		Sonya Deen-Hartley

Minutes October 12, 2021



DRAFT - Minutes of a Regular Meeting of the Space Florida Marketing Committee

A Regular meeting of the Space Florida Marketing Committee was held by Teleconference on October 12, 2021. The meeting was called to order at 9:01 a.m. ET.

COMMITTEE MEMBERS PRESENT:

Sonya Deen-Hartley (Chair)
Jesse Biter
Katherine San Pedro

SPACE FLORIDA STAFF PRESENT:

Frank DiBello
Denise Swanson
Howard Haug
Ron Lau
Emma Newsham
Sharon Spratt
Danielle Daniel
Elizabeth Loving

Sonya Deen-Hartley thanked committee members for attending and stated that the meeting is being conducted in accordance with the Sunshine and Public Record laws of Florida. There were no public comments.

Sonya Deen-Hartley stated that the first item was the approval of the prior meeting minutes.

Jesse Biter made a motion to approve the Marketing Committee Minutes from August 10, 2021, which was seconded by Sonya Deen-Hartley, and approved unanimously.

Emma Newsham reviewed the Space Florida Digital Platform results with the committee and noted that increases reflect the September 27, 2021 Terran Orbital announcement:

- Website 1,031 users, 950 were new users
- LinkedIn – 3,300% increase
- Facebook – 31.5K Impressions, 1.6K Likes, 241 Comments, 270 Shares
- Digital Ad Campaign with Site Selector (52 weeks long) continues to show good results
 - Site Selector Newsletter Impressions; 70,607 since August / 280,795 since January

The committee reviewed the proposed workshop and topics. The committee suggested to hold the workshop in Tallahassee. They also suggested inviting the entire Board of Directors and Board Alumni.

CLOSING REMARKS & ADJOURNMENT

Sonya Deen-Hartley thanked the staff and committee members for their discussion and adjourned the meeting at 9:17 a.m. (ET)

Review Marketing Committee Charter

Space Florida Marketing Committee Charter

Role: The Marketing Committee is to steward the Space Florida brand and image, assure that Space Florida has internal and external marketing and communications programs targeted at specific market segments, and that Space Florida's programs are consistent with clearly defined objectives to foster the growth and development of a sustainable and world-leading aerospace industry in Florida.

Membership: The Marketing Committee shall consist of three or more Directors, each of whom is to be free of any relationship that, in the opinion of the Board, would interfere with his or her exercise of independent judgement. The Marketing Committee shall include people who have the following attributes: (i) Critical Thinking, (ii) Project Management, (iii) Analytical Skills, (iv) Holistic focus; understand how all parts of the Marketing Plan work together, and (v) Technical Skills. The members of the committee shall be appointed by the Board Chair and will serve for two years. The Board Chair will also recommend the chairperson of this committee for board approval.

Operations: The Marketing Committee will meet at least two times during each year. Additional meetings may occur as the Committee Chair or the Board Chair deem advisable. The Marketing Committee will keep adequate minutes of all its proceedings, and will report its actions at the next meeting of the Board via consent agenda whenever possible. The Marketing Committee will be governed by the same rules regarding meetings (including meetings by conference telephone or similar communications equipment) as are applicable to the Board. The Marketing Committee members will be furnished with copies of the minutes of each meeting.

Authority: The Marketing Committee will have the resources and authority necessary to discharge its duties and responsibilities, including the authority to retain outside experts or consultant within Space Florida's procurement policies, as it deems appropriate.

Responsibilities: Subject to applicable governance laws, the principal responsibilities and functions of the Marketing Committee are as follows:

- Assist Space Florida achieve its objective to foster the growth and development of a sustainable and world-leading aerospace industry in Florida;
- Review the strategy of communicating the benefits of Space Florida to target audiences at large, with special emphasis on target industry decision makers;
- Review efforts around the brand, logo and other collateral;
- Assist Space Florida develop and maintain an externally focused, public-facing web site designed to meet the goals of the committee;

- Assist Space Florida Develop relationships with key influencers in media for increased coverage of outreach to target audiences;
- Assist Space Florida with initiatives for securing and deploying funding for branding and marketing activities.

The Marketing Committee is a Space Florida Standing Committee and reports directly to the Board of Directors through the Committee Chair or its designee.

Staff Support: Primary staff contact for the Committee is:

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Howard Haug, Treasurer, EVP & Chief Investment Officer
Phone: 321-730-5301 Ext. 227
Email: hhaug@spaceflorida.gov

Additional support is provided by:

Emma Newsham, Director of Marketing & Communications
Phone: 321-730-5301 Ext. 231
Email: enewsham@spaceflorida.gov

Customer Satisfaction Survey Results



2021 Customer Satisfaction Survey Executive Summary

The 2021 Space Florida Customer Satisfaction Survey was conducted to measure the perception and overall satisfaction of current and potential customers, as well as other commercial, civil and military stakeholders. As with past surveys, responses are communicated to Space Florida leadership and actively utilized to improve both Space Florida's business development initiatives as well as customer service strategies in the coming fiscal year.

The 2021 Customer Satisfaction Survey was opened by 304 customers, partners and stakeholders that have regularly worked with the organization over the past 12 months. Space Florida received an 17.1% response rate from an extremely well-qualified group during the four-week survey window. Critical insight was garnered regarding the needs of current and potential customers, as they were 33% of the survey participants.

In FY2021, expansion of space and aerospace-related companies and enabling commercial spaceports in Florida remained key strategies for Space Florida. Additionally, supporting next generation space research and technology and focusing on talent and workforce were priorities in continuing to support a thriving commercial space industry in Florida. The 2021 Customer Satisfaction Survey indicates that Space Florida is both responsive to customers' needs and provides overall performance at high-quality levels.

Survey Methodology

The Space Florida staff developed a targeted list of customers, partners and stakeholders with whom they worked over the past year. Space Florida utilized Survey Monkey for the survey and distribution.

An initial e-mail was delivered on Thursday, October 28, 2021 requesting participation in the survey, and weekly reminder e-mails were sent to those who had not yet responded. The survey was closed on Thursday, November 18, 2021.

As in past years, the 2021 survey asked questions regarding Growing Florida's Aerospace Economy, Enabling Commercial Spaceports in Florida, Supporting Next Generation Space Research and Technology, and Furthering a Legislative Climate that is Responsive to Aerospace and Related Industries. Customers were also asked about Space Florida's communications methods and effectiveness. Overall, participants were satisfied with Space Florida's performance over the past 12 months in proactively addressing customer needs. Space Florida continues to be helpful in navigating the dynamic inter-agency requirements for commercial launch projects.

Areas of Strength for Space Florida

Overall, Space Florida and the State of Florida were ranked high by participants, consistent with similar findings in past years.

In opened-ended questions, participants said that they continue to view Florida, Texas, California, Colorado, Alabama as key competitors in the growing commercial space market. Additionally, Georgia, New Mexico and Oklahoma were also considered competitors in this field. Florida remains at the top of the competitive market for in the aerospace industry.

The majority of Space Florida customers appear to be satisfied with the interaction and attention they are receiving, with 31% reporting contact with the organization 13 or more times in the FY2021, and 29% reporting contact 7-12 times in the same period. Also, Space Florida is recognized as strategic, experienced and accessible among participants.

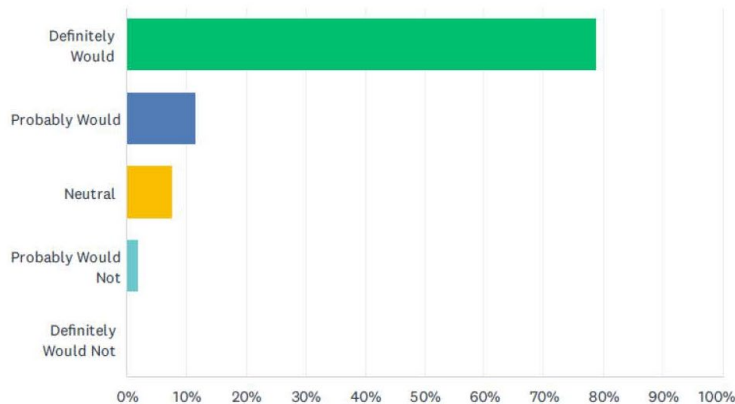
Furthermore:

- 76.8% of customers reported satisfaction with their relationship with Space Florida in the past 12 months, 15.4% reported a neutral satisfaction with their Space Florida relationship;
- 46% approached Space Florida with a project to expand, relocate, or grow an aerospace or related business in Florida in the past 12 months; and
- 90% said that they would recommend Space Florida as a business resource to others, 7% remained neutral.

2021 Space Florida Customer Satisfaction Survey

Q4 If you were advising someone about aerospace-related business, would you recommend Space Florida as a resource?

Answered: 52 Skipped: 0



Space Florida’s Research and Development programs were rated very highly, receiving ratings of 4.5 out of 5.00 for the Florida-Israel Joint Aerospace R&D program and 4.8 out of 5.00 for the Innovation Acceleration program.

In enabling commercial spaceports in Florida, participants who were involved as customers, potential customers or civil/military representative in gaining access to Kennedy Space Center and/or the Cape Canaveral Air Force Station reported high satisfaction with Space Florida’s ability to assist in the process (4.75 out of 5.00).

Areas for Growth

While overall ratings on this year’s survey were favorable, a few areas were noted where Space Florida and the State of Florida have room for improvement.

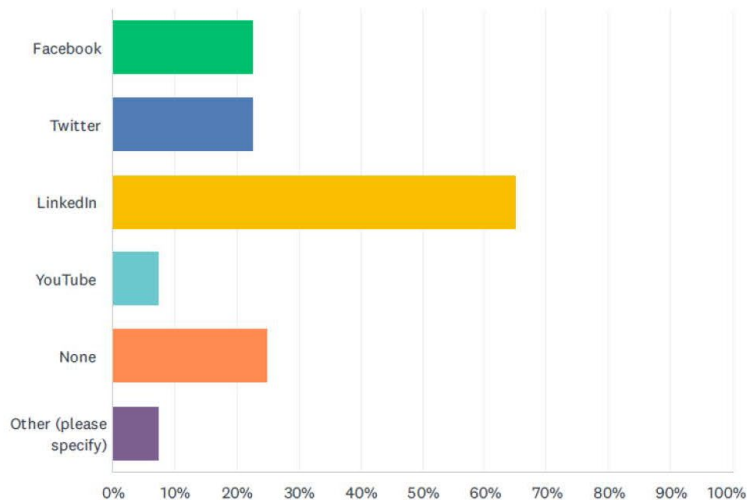
- In open-ended questions, some participants stressed the need for more support regarding workforce, supply chain and infrastructure development to support the industry; responses also noted the continued growth for aerospace and aviation within the state.
- Other responses noted that Space Florida should continue to build relationships with start-up aerospace companies.

Space Florida’s media relations and social media interaction continues to increase. Of all survey participants, 65% of those reported engagement with Space Florida through LinkedIn, with another 45% indicating some level of engagement through the social media platforms Facebook and Twitter. This leaves a room for growth and engagement with all platforms, particularly with LinkedIn.

2021 Space Florida Customer Satisfaction Survey

Q29 What Social Networks do you use to stay up-to-date with Space Florida?

Answered: 40 Skipped: 12



Other participants said the best method of staying up-to-date with Space Florida comes via direct correspondence.

Effectiveness of Legislative Initiatives

When asked what Space Florida’s number one priority should be at the State level, there were three primary themes: the continued growth of the aerospace and aviation industry in Florida; increasing workforce and the talent pipeline; build relationships with state legislators; and support of economic and start-up ecosystem.

At the Federal level, participants encouraged Space Florida to support funding for research, launch and infrastructure; strengthen the relationship between NASA and Space Launch Delta 45; and build stronger partnerships at the federal level.

Space Florida's effectiveness in "furthering a legislative climate that is responsive to aerospace and related industries" was rated as "satisfactory" by participants, with 68% of respondents rating 5.0 of 5.0. When asked about the competitiveness of "Florida's business climate and financing tools when compared to other states with significant aerospace activity," 44% of respondents reported Florida as "competitive" while 38% said Florida was "extremely competitive." Another 16% felt "neutral."

Distribution of Survey Participants

Survey participants reflected a variety of presidents/CEOs (20.5%), senior management (23%), and director/coordinator level individuals (44%). Our ability to attract and maintain engagement from these "decision makers" continues to be a strength for Space Florida.

Participants also reflected a balanced diversity of business sizes this year, though companies with a range of one to 25 employees had the largest response rate (45%):

Conclusion

In summary, the 2021 Customer Satisfaction Survey reflected continued confidence in Space Florida's strategic business tactics and ongoing efforts to attract, retain and expand space and aerospace-related industries in the state.

While overall numbers reflect a positive attitude toward Space Florida, there is continued room for improvement. Space Florida relies on the input and insight of our valued customers and stakeholders to increase the effectiveness of the organization and its collaborative efforts with industry to identify opportunities keep Florida relevant and competitive in the commercial space marketplace.

Marketing Committee Workshop Topics

**PROPOSED DISCUSSION TOPICS
MARKETING COMMITTEE WORKSHOP**

MARKETING WORKSHOP TOPICS

- Strategy, direction, and efforts to promote the State and Space Florida:
 - Where we are today (current marketing and communication activities)
 - Where we need to go in two to three years
- Industry, state, and sovereign nation competitors
- Brainstorming/share of ideas