

ANNUAL
REPORT
FY2015

SPACE FLORIDA



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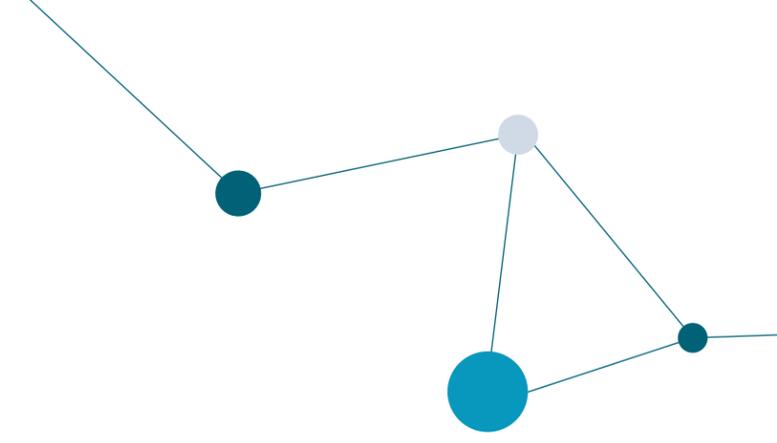
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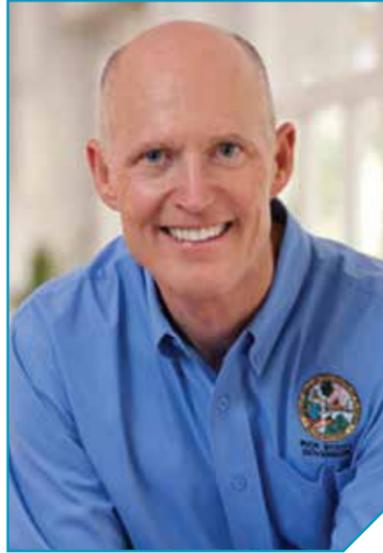
LETTER TO THE STAKEHOLDERS



RICK SCOTT
GOVERNOR

November 12, 2015

RICK SCOTT
Governor



Dear Stakeholder:

The economic development coming from the space and aerospace industries is truly impressive. The amount of promise tied to new and growing companies in the Sunshine State paints a picture of continued job growth. Space and aerospace companies that relocate to Florida regularly note our highly-trained workforce, proven infrastructure and attractive incentive packages as a main attractor for them, and Space Florida is a key driving force in showcasing these assets.

In 2015 alone, Space Florida projects and programs resulted in thousands of diverse, high skill, high wage jobs and the capture of multiple new and high visibility aerospace companies and progress to the state. With Space Florida's leadership, Florida will be the place for space and aerospace companies to locate, grow and thrive.

Florida's future in the aerospace industry is very promising. The State of Florida is on a course to be the #1 state for aerospace industry to relocate and grow, and make Florida the global leader of space and aerospace commerce. We look forward to Space Florida helping us in our mission to be first in job growth.

Sincerely,

Rick Scott
Governor

MESSAGE FROM SPACE FLORIDA CHAIRMAN OF THE BOARD

As Florida's aerospace and spaceport development authority, Space Florida continues to work toward achieving its ultimate goal of fostering the development and growth of a vibrant, sustainable and world-leading space and aerospace industry in this state.

The space industry has seen dramatic changes over the past few years, with a shift from a government led and focused industry to a bustling commercial market. While the industry continues to adjust to this change, Space Florida has been working with Florida's spaceports to accommodate and embrace the shift. As you will see in this year's report, Space Florida has the proven ability to work hand-and-hand with both commercial companies and government entities, creating an environment that meets a vast array of mission needs, and demonstrates that Florida is the place for these companies to succeed.

In FY2015, I am pleased to share that Space Florida significantly exceeded all of its legislatively mandated performance measures, including number of jobs created, companies recruited and overall investment growth.

We have been focused on adapting to the commercial market, attracting companies to Florida and creating and retaining jobs, as well as launching an innovative space tourism campaign to help attract even more visitors to our state. This year was the busiest year on record for rocket launches from Florida. While change is on the horizon, we want to remind the public that Florida is still the hub for all things space. Like our workforce, Florida is high-tech and ready to compete in the commercial marketplace.

This year, Florida spaceports were the busiest they have ever been. We had a successful FY2015 and are pleased to share the highlights with you in our annual report.

Sincerely,

William T. Dymond, Jr.
Chairman, Space Florida



WILLIAM T. DYMOND, JR.
Chairman, Space Florida



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FY15 ANNUAL OUTCOMES

FACING NEW MARKETS

In the past year, 75% of the global \$330 billion space and aerospace market came from commercial sources, according to the Space Foundation's 2015 Space Report. This year, Florida has taken on the task of aggressively facing an ever-changing space and aerospace market, seeking out new business in historically non-traditional places.

In FY2015 alone, Space Florida was pleased to recruit, retain and/or expand 16 space and aerospace-related companies and 1,027 jobs averaging a \$76,357 annual salary. Space Florida's FY2015 business development opportunities increased by 36% from the previous year as well. In addition, the number of financial deals facilitated by Space Florida nearly doubled in the past year and the organization provided a total of 124 businesses with technical and/or financial related assistance.

In FY2015, Space Florida implemented 25 of the strategies noted in the "Florida Strategic Plan for Economic Development," and also provided 48 awards for Florida-based research projects.

Funding appropriated by the State of Florida is central to our efforts, providing us the leverage we need to facilitate many new business development deals each year and utilize unique state empowerments to attract and expand the most innovative, high-tech companies in the world.

This was a unique year for the aerospace industry, globally. As we adapt to a predominantly commercial marketplace, Florida aims to stay ahead by also redeveloping existing infrastructure to reflect next-generation needs.

We are pleased to share with you a select number of unique projects and outcomes for FY2015 in the upcoming pages.



SPACE FLORIDA WAS PLEASED TO RECRUIT, RETAIN AND/OR EXPAND:

16

SPACE & AEROSPACE COMPANIES

1,027

JOBS

\$76,357

AVERAGE ANNUAL SALARY

36%

INCREASE IN BUSINESS DEVELOPMENT OPPORTUNITY

124

BUSINESSES ASSISTED TECHNICALLY/FINANCIALLY

25

NOTED STRATEGIES IMPLEMENTED

48

FL-BASED PROJECTS AWARDED

TOP PROJECTS

GROUNDBREAKING COMMERCIAL SPACE FACILITY NEARS READINESS TO SUPPORT MANNED SPACEFLIGHTS

Over the past few years, NASA's Commercial Crew Program has been making significant progress as it prepares to enable transportation of U.S. astronauts to Low Earth Orbit (LEO) starting in 2017, through commercial companies like Boeing and SpaceX.

NASA's selection of these two companies means great news for Florida and our nation, as we work to rapidly restore U.S. capability to fly astronauts to the International Space Station (ISS) and beyond.

As part of NASA's award, Boeing received a \$4.2 billion Commercial Crew Transportation Capability (CCtCap) contract to continue development of the company's CST-100 capsule while SpaceX received \$2.6 billion to perfect its Dragon crew and cargo-carrying spacecraft.

Space Florida currently works hand-and-hand with both Boeing and SpaceX to ensure that Florida and the U.S. remain the industry's premier manufacturing, test and launch location.

In Spring 2015, Space Florida completed Phase 2 of modernization of the former Space Shuttle Orbiter Processing Facility 3 (OPF-3) – now named the Commercial Crew and Cargo Processing Facility (C3PF). Space Florida has invested \$20M in upgrades and modifications to the legacy Shuttle facility during Phases 1 and 2 to upgrade and modernize the infrastructure for commercial utilization. Space Florida's investment set the stage for Phase 3 in which Boeing is now undertaking additional renovations while utilizing the state-of-the-art processing bays completed under Phase 2 to construct and test the CST-100 Starliner spacecraft.

The C3PF project is the result of a first-of-its-kind partnership between NASA-KSC and Space Florida, where Space Florida secured full long-term rights to operate, maintain and improve the C3PF under purely commercial standards, and make it available to commercial tenants such as Boeing. Repurposing Shuttle program infrastructure provides significant savings to Boeing's operations, enabling a highly competitive business environment while leveraging the Space Coast's skilled aerospace manufacturing workforce. Boeing's operations have already created significant job growth in the region and will lead to additional growth as the CST-100 Starliner is prepared for initial flight, and then refurbished and maintained between each operational flight in the C3PF.



photo credit: NASA

LOW EARTH ORBIT

TOP PROJECTS

SHUTTLE LANDING FACILITY RAMPS UP COMMERCIAL ACTIVITY

In June 2013, NASA selected Space Florida to operate and maintain the former Shuttle Landing Facility (SLF) at Kennedy Space Center as part of NASA's divestiture efforts for unneeded infrastructure. At 15,000 feet long and 300 feet wide, it is one of the longest and most capable runways in the world. Its surface consists of an extremely high-friction concrete strip designed to maximize the braking ability of heavy, fast-landing spacecraft.

During FY2015, the Space Florida Board of Directors approved the transfer of the SLF from NASA to Space Florida, allowing Space Florida the right to leverage the facility for commercial use for an initial 30 years period with options to extend its use.

The SLF provides a world-class, unique horizontal launch capability for commercial companies and, according to the Economic Development Commission of Florida's Space Coast, activities at the site are likely to sustain an estimated 200+ new jobs over six years.

The SLF will serve a wide variety of customers such as current NASA and Department of Defense customers, unmanned aerial systems, space logistics companies, straight-line testing such as NASCAR and other vehicle testing companies and a new generation of space launch vehicles.

Additionally, in March 2014, Swiss Space Systems (S3) announced its intention to utilize the SLF for zero gravity flights and possibly satellite launches beginning in 2018.

A key asset located on SLF property is a Reusable Launch Vehicle (RLV) Hanger, built by the State of Florida in the early 2000s and managed by Space Florida today.



"The main lure for S3 to establish itself in Florida was the state's tremendous heritage in terms of technical capabilities, reputation for dependable space access and geographic location for operations, which Kennedy Space Center provides. The workforce in Florida is definitely an asset for us. The Space Coast offers well-trained space experts from past programs, which we can now have access to."

Space Florida has embraced our arrival to the region, and has been a good ally for our company in terms of having an open view toward accommodating our future needs for flight and launch operations. The Space Florida team is very quick in responding to our inquiries, and also proactive in flagging opportunities that might be beneficial to our company."

—ROBERT FEIERBACH,
Head of S3 USA Holdings, Inc.,
Swiss Space Systems (S3)

SHUTTLE LANDING FACILITY

TOP PROJECTS

MOON EXPRESS ANNOUNCES LAUNCH COMPLEX 36 INTENTIONS

In January 2015 California-based moon mining company Moon Express signed an agreement with Space Florida to utilize Space Launch Complex 36 (SLC-36) for spacecraft development and flight-test operations at Cape Canaveral Air Force Station. The site was previously used for 145 Atlas / Atlas II / Atlas III rocket launches.

After being decommissioned in 2007, the Air Force partnered with Space Florida to refurbish the site, making it available for future commercial use. In FY2015, Space Florida made an initial investment of \$500,000 to enable the initiation of flight-test work on behalf of Moon Express.

Moon Express plans to fly government and commercial payloads to the moon, and eventually aims to mine lunar resources such as water ice, metals and helium-3, a fuel for potential nuclear fusion reactors.

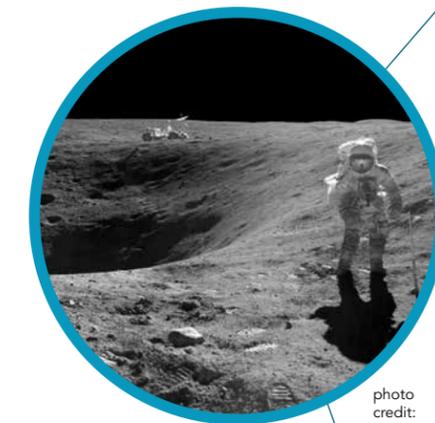


photo credit: NASA



MOON EXPRESS

TOP PROJECTS

FIREFLY SPACE SYSTEMS SELECTS FLORIDA FOR TEST LAUNCHES

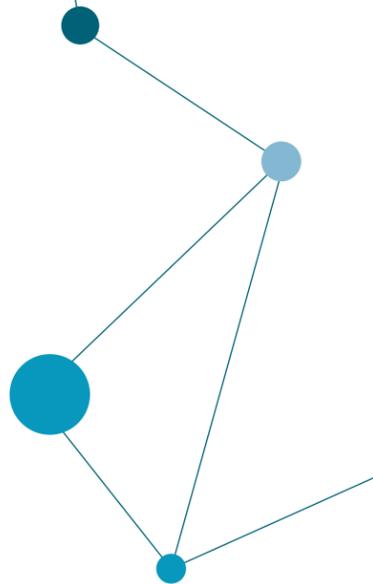


Under an agreement with Space Florida, Firefly Space Systems announced in October 2015 the selection of Florida as the company's launch site for suborbital test launches of their Alpha rocket. Scheduled for 2017, the test launches of the company's 77-foot tall all composite rocket will be one of the first launches at the Cape Canaveral Spaceport of a launch vehicle dedicated to small payload delivery, and may lead to additional ongoing orbital flights of the vehicle from Florida.

Firefly was also among three companies recently selected by NASA to provide launch services for small payloads under the Venture Class Launch Services program, with a \$5.5 Million launch contract issued to Firefly by KSC's Launch Services Program.

Launch vehicles such as Firefly's Alpha rocket that provided dedicated service for small payloads are a critical component of the growing commercial space industry. As electronics miniaturize and the availability of off the shelf satellite components increases, greater capabilities can be placed in smaller and smaller satellites. In the past, such payloads had to fly as auxiliary payloads on larger launch vehicles, subject to schedule delays and orbital location of the larger, primary payload. The introduction of Alpha and other dedicated small satellite launch vehicles are changing this paradigm by offering this under-served market a "first-class" service in which small satellites are the primary payload and drive launch parameters including schedule and orbital location.

Maureen Gannon, Vice President of Business Development for Firefly, announced the selection of Florida for test flights of the Alpha rocket at a recent press conference at the Kennedy Space Center, stating that, "At that time we'll be proud to call ourselves Floridians, and signal to the world that the most exciting and innovative technologies in space access are still happening right here on the Space Coast."



ALPHA ROCKET

TOP PROJECTS

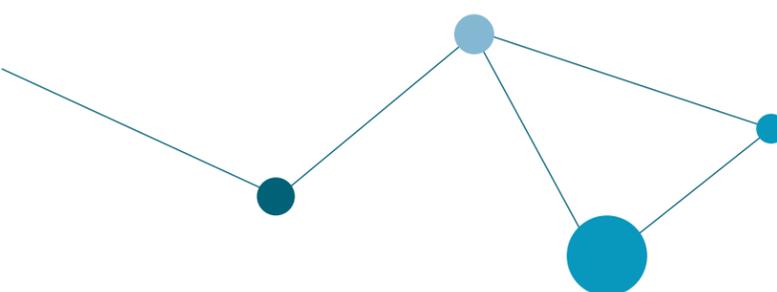
ARDUSAT SECURES \$1 MILLION IN SEED FUNDING TO EXPAND PLATFORM FOR EXPERIMENT-BASED STEM EDUCATION & EXPAND IN FLORIDA MARKETS

In recent years, the U.S. Department of Education has made numerous efforts to increase the number of college graduates in high-demand Science, Technology, Engineering and Math (STEM) fields. Currently, there is nearly 50% attrition among students seeking bachelor's degrees in STEM disciplines. The federal government currently dedicates more than \$3 billion toward STEM education initiatives each year.

Space Florida has always supported STEM initiatives, as we understand the critical nature of engaging our next generation of scientists and engineers.

This year, Space Florida, along with Fresco Capital, Spire and other investors, provided \$1 million in seed funding to be used toward the expansion of ArduSat's Experiment Platform, which enables K-12 and higher education students to study STEM fields through custom experiments conducted in space or on Earth. ArduSat is an education company focused on enhancing student engagement through hands-on experimentation. Space Florida's support also enabled ArduSat's expansion into the Florida education market, providing a unique and engaging learning experience to Florida students, whose engagement in STEM is critical to the future of the state's space and aerospace industries.

Prior to the expansion, ArduSat's platform and curriculum focused on enabling K-12 students and teachers to conduct multidisciplinary experiments in space, featuring the ability to control (via remote upload) experiments conducted on small satellites, which contain sensors built to collect educational data. In roughly six months since launching, ArduSat has attracted nearly 50 customers in 12 U.S. states and six countries.



STEM EDUCATION

"The investment from Space Florida was key for us to expand our programs. We were able to hire a director of sales to focus on company growth. The funding also provided validation to our mission to space, Florida, and education. Through our partnership with Space Florida, we were introduced to key Florida Department of Education contacts, providing additional, critical support as we work with various school districts in the state."

The funding provided by Space Florida, Fresco Capital, Spire and other investors has provided us a runway to build out our product suite, ensure market validation, and market more effectively to our target audiences. As a result, we've generated some revenue and also brought on more than 125 paying customers with many more in the pipeline."

—SUNNY WASHINGTON,
President, ArduSat



TOP PROJECTS

SPACE FLORIDA AND UNIVERSITY OF WEST FLORIDA ENABLE COMMERCIAL CYBERSECURITY GROWTH

Over the years, cybersecurity-related programs have expanded through the U.S. Navy Center for Information Dominance and the Department of Homeland Security Computer Emergency Readiness Team. In FY2015, Space Florida signed a three-year memorandum of understanding with the University of West Florida (UWF) Center for Research and Economic Opportunity (CREO) to further develop Florida's own leading-edge cybersecurity technologies.

CREO's mission includes helping Northwest Florida communities recover from the negative economic impacts of the 2010 Deepwater Horizon oil spill, which disproportionately affected eight coastal Panhandle counties.

Space Florida and UWF will work together to determine opportunities to further develop and transfer existing cybersecurity technologies to the commercial sector, when practical. This initiative will foster economic growth and job creation in the region.



"The partnership between UWF and Space Florida is unique in that both organizations work to is to enhance the workforce and economy in the state of Florida. To accomplish this goal, UWF and Space Florida contribute, combine, and leverage resources in targeted ways."

The UWF-Space Florida partnership supports the strategic plans of both entities. We have begun to see results from the partnership, and anticipate that even greater results will be forthcoming."

—BRICE HARRIS, PH.D.,
Assistant Vice President and
Co-Director, Haas Center,
University of West Florida

CYBERSECURITY

TOP PROJECTS

EMBRAER ENGINEERING & TECHNOLOGY CENTER OPENS IN FLORIDA



For nearly five years, Space Florida has served as a close partner to Embraer Aircraft Holdings for its Florida-based capital and infrastructure developments and financing projects in key Florida cities like Jacksonville, Melbourne and Titusville.

As Embraer celebrated 35 years of North American presence this past year, they also celebrated the opening of the newly-constructed Embraer Engineering & Technology Center (EETC) at Melbourne International Airport (MLB). The 75,000 square-foot, state-of-the-art facility is the first of its kind engineering R&D center outside company headquarters in Brazil.

The new center, constructed and owned by Space Florida, supports Embraer's engineering and design activities for both product and technology development across the company's business lines with the first assignments primarily focused on executive jet interiors. The new facility houses a laboratory for the development and testing of materials and interior components. Both Space Florida and the company equipped the center with an assortment of high tech tooling, such as 3D Computer Aided Design, Computational Fluid Dynamics, Finite Element Modeling, 3D Virtual Reality Center, prototype capabilities and sophisticated laboratories and test equipment. Many of the components that are developed and tested in this center are expected to be FAA certified for use in the company's jets.

Embraer executives stress that the reason they are growing their business in the state of Florida is due to the extremely specialized, high-tech workforce employed, the availability of land, coupled with Space Florida's robust statutory tools, fostering a pro-business climate that allows aerospace and aviation companies like Embraer to grow and thrive in Florida. With the establishment of the EETC, almost 300 direct, indirect and induced jobs will have been created by 2016, and the total direct employment by the company will likely far exceed the 200 jobs initially announced with the project in 2012.

In successfully delivering the EETC for Embraer, Space Florida has earned even more trust and confidence of the company. This has led to additional business expansion and growth opportunities by the company, including the relocation of the final assembly facilities for its Legacy 450 and 500 business jets from Brazil (resulting in 600 new jobs and an

additional capital investment of \$76MM at MLB) in 2014. And in June 2015, the company announced the acquisition of a California-based aviation seat manufacture and the expansion of that company's manufacturing operations to Spaceport Commerce Park in Titusville. This new company will be called Embraer Aero Seating Technologies and will hire 150 new employees and invest \$3.5MM in a new facility, tooling and equipment.

In addition to creating more and more jobs for the state of Florida, for the past three years, Embraer has been named One of Best Companies to Work for in Florida.

"As we celebrate the 35th anniversary of our North American presence this month, we are once again expanding our longstanding relationship with the State of Florida and the Brevard community with the opening of a cutting-edge Engineering & Technology Center," said Frederico Fleury Curado, Embraer President and CEO. "With the highly qualified team of engineers that will work in these offices and laboratories, we will bring the most advanced solutions to our customers."

TOP PROJECTS

NOTU TESTING SITE NEARS COMPLETION

In August 2012, Governor Rick Scott and Space Florida participated in a Navy announcement of their intent for the Navy Strategic Systems Program at Cape Canaveral Air Force Station (CCAFS) to update a 1950s-era submarine missile test complex, located at CCAFS Complexes 25 and 29. The new Strategic Weapons System Ashore (SWS Ashore) facility provides the U.S. Navy with a single, land-based site for testing submarine missile systems virtually.

Space Florida committed to providing \$5 million in capital improvements over three years for the demolition and initial infrastructure for the site. It was estimated that 100 jobs were (and are being) created as a result of the project, with average annual salaries of \$90,000. Moreover, this 80-year national security program will bring long-term benefits to the Cape and the local area. To date, contractors and workers that serve the Navy and this project are beginning to relocate to Florida.

Space Florida is finalizing its investment in the infrastructure, though significant Navy investment will continue. Space Florida's participation in the project will be complete by the end of calendar year 2015.

The Navy considered several locations for the SWS-Ashore facility, but ultimately chose CCAFS because of its unique capabilities and suitability for the proposed facility operations.

"The combination of this area's workforce and infrastructure capabilities lend itself perfectly to the testing needs of NOTU at this time," said Capt. J.P. Heatherington, NOTU Commander. "We look forward to working with the State of Florida to build out this capability at Cape Canaveral Air Force Station."



NOTU TESTING SITE

TOP PROJECTS

KSC FACILITY REPURPOSED FOR USAF X-37B PROGRAM

During FY2015, investments were made to convert a former Space Shuttle-era facility, Orbital Processing Facility 1 (OPF-1), to a site that would enable the U.S. Air Force (USAF) to efficiently land, recover, refurbish, and re-launch Boeing's X-37B Orbital Test Vehicle (OTV), a 29-foot-long, reusable unmanned spacecraft.

The USAF program recruited The Boeing Company to Florida from California. This project repurposed two former orbiter processing facilities that remained vacant since the end of Space Shuttle program, attracting 50-350 jobs with an average wage of \$85,000, and \$58 million in capital investment.

Commercialization of OPF-1 came from Space Florida's project funding through a partnership with the Florida Department of Transportation and local communities through spaceport projects contributing significantly to the continued growth of Florida's aerospace economy.

Following this project, The Boeing Company plans to expand its presence in Florida by adding technology, engineering and support jobs at the Kennedy Space Center.



photo credit: NASA



photo credit: Boeing

USAF X-37B PROGRAM



TOP PROJECTS

SPACEX 39A

Space Florida is working closely with SpaceX to refurbish and improve Launch Complex 39A, for use by SpaceX. This Apollo-era facility was used by the Saturn V and Space Shuttle programs. SpaceX is actively modifying the launch complex, including a modern integration facility for launch of its first Falcon Heavy—billed as the world’s most powerful rocket, with 3.9 million pounds of thrust at liftoff—in the first half of next year, hopefully in the first quarter. Commercial missions will follow.

To date, Space Florida has committed \$5 million to Launch Complex 39A as part of project funding from a Florida Department of Transportation Space Transportation Infrastructure grant. SpaceX will invest over \$55 million in the makeover of the facility.

The project, which will create at least 85 direct jobs, will support SpaceX’s role in returning U.S. astronauts to space from the United States, specifically the State of Florida.



LAUNCH COMPLEX 39A

PARTNERSHIPS & TECHNOLOGY DEVELOPMENT

SPACE FLORIDA, FSBDC AND INNOVATION COAST SUPPORT HIGH-TECH STARTUPS

With the goal of encouraging growth among small businesses, Space Florida partnered with the Florida Small Business Development Center and Innovation Coast to continue the Innovation Awards in FY2015, developed specifically to help match investment sources to Florida-based, high-tech startup companies. These competitions support the development of products and services that target space and aerospace industries.

The top 10 finalists that were selected to present to potential funding partners at the event were also vying for two cash awards provided by Space Florida. The top two presenting companies—selected by a panel of Space Florida and Innovation Coast executives—received \$100,000 and \$50,000 respectively, to further boost their business growth at the final competition and presentations November 6 and 7 in Pensacola, Florida.

Intelligent Retinal Imaging Systems (IRIS), a Pensacola-based healthcare software provider aiming to eliminate blindness caused by diabetes, was awarded first place receiving \$100,000. IRIS currently has 12 employees and counts leading insurers and healthcare providers like Florida Blue and Providence Hospital among its growing list of customers.

Accountingfly, also based in Pensacola and is an accounting industry-specific job board and social media network, was named the \$50,000 runner up. With a staff of seven employees this company has successfully raised more than \$1 million to date. Accountingfly simplifies and streamlines the recruiting process for the companies with whom it works.

Previous Space Florida-sponsored business plan competitions led to \$40+ million in total capital investment for participating companies. These competitions provide economic stimulus and business growth opportunity within the state of Florida.



PARTNERSHIPS & TECHNOLOGY DEVELOPMENT

ISRAEL PARTNERSHIP BEARS FRUIT FOR FLORIDA

In October 2013, the States of Florida and Israel formed an annually recurring \$2 million joint program to support research, development and commercialization of aerospace and related technology projects that benefit both States.

During FY2015, Space Florida and MATIMOP (Israel's industrial center for research and development on behalf of the Israeli Chief Scientist Office), announced the first-round winners of industrial research and development funding tied to the Space Florida-Israel Innovation Partnership Program who each received respective funding awards separately from Space Florida and the Office of the Chief Scientist of Israel.

▶ **MIRCO AEROSPACE SOLUTIONS, INC. (MAS) OF MELBOURNE, FLORIDA AND NSL SATELLITES LIMITED OF ISRAEL** will develop a large dish antenna with the capability to be deployed from cube satellites. MAS will design the antenna prototype and associated radio frequency (RF) design and NSL will design individual communication and control systems that will allow the antenna to maneuver and orient toward the ground station. If successful, the antenna would enable small satellites to transfer data much more rapidly and consume less power.

▶ **SWISS SPACE SYSTEMS, INC. AND SPACEPHARMA R&D, LTD.** of Israel will test and validate activities associated with the design and engineering of an airborne telemetry and control system that enables live interaction between microgravity experiments and scientific users. S3 will provide test and validation services that will document the performance of the prototype airborne telemetry and control system, while SpacePharma will design and build a prototype telemetry and control system that allows principal researchers to receive real-time data on their microgravity experiment and make adjustments. This capability does not exist on equipment currently available to house scientific experiments flown in microgravity.

There is approximately \$1 million in grant awards that may be made to Florida companies under this program in FY2016. In conjunction with MATIMOP, the international arm of the Office of the Chief Scientist, Space Florida is administering the program.



PARTNERSHIPS & TECHNOLOGY DEVELOPMENT

THE SPACE LIFE SCIENCES LAB WELCOMES NEW TENANTS

The Space Life Sciences Lab (SLSL), a world-class, multi-tenant commercial research and development facility managed by Space Florida at KSC, welcomed two new tenants in FY2015—Micro-Aerospace Solutions and the University of Zurich.

In FY2015, The University of Zurich signed a three-year lease to process future research destined for the ISS, effective January 1, 2015. The lease was negotiated through a joint effort between Space Florida, the University of Zurich and CSS-Dynamac Science Concierge Services, who provides pre-flight, post-landing and ground control support laboratory space and services for the University.

In June 2014, the University of Zurich announced the successful launch and return of the first international, commercial experiment processed at SLSL, called "CELLBOX." The CELLBOX Experiment was processed and launched through a partnership between the German Space Agency (DLR), Astrium and NanoRacks. CELLBOX launched aboard the SpaceX CRS-3 Mission to the ISS on April 18, 2014.

The University of Zurich was attracted to the state-of-the-art lab environment, technical support needed to prepare critical payloads for flight at the SLSL.

Later in FY2015, Micro Aerospace Solutions, based out of Melbourne, Florida, occupied space at the SLSL from which they will provide tailored electrical and mechanical system design engineering services to their customers in the space flight, medical device, auto racing, skydiving, asset management, and aerospace industries.



STEM EDUCATION INITIATIVES

2015 EGG-DROP COMPETITION MOST ATTENDED SINCE INCEPTION

Space Florida hosted the 6th Annual Planetary Lander Egg-Drop Competition at Plant City's Durant High School during FY 2015, celebrating the most attended year yet, with more than 500 attendees, including 50 teams made up of more than 250 students.

Teams were composed of Florida K-12 students who built 10x10x12-inch "planetary landers" that deliver a raw egg "payload" 20 feet to the ground – similar to how a real lander would deliver a payload on the Moon, Mars or an asteroid.

The students' landers are judged based on creativity, shock-absorbing materials, décor and design to keep the landers upright in free fall and after impact. Most importantly, they are scored on delivering the payload safely with the maximum points rewarded for not breaking the egg.

This year's participants were from six Florida counties; Hillsborough, Osceola, Manatee, Sarasota, Lee and Columbia Counties. Students are categorized based on age (K-4, grades 5-6 and grades 7-12) and first

through third place awards were given in each category. Judges also present one award for fan favorite and most creative landers.

The Annual Egg Drop Competition was developed by Space Florida to promote student interest in aerospace science, technology, engineering & mathematics (STEM).

SPACE FLORIDA INTERNSHIPS

Each year, Space Florida partners with the NASA Florida Space Grant Consortium to offer a 10-week STEM Internship Program at the Space Life Sciences Laboratory (SLSL) at KSC's Exploration Park.

The goal of the Internship program is to train and recruit Florida science/engineering students into the aerospace and aviation workforce as future employees, while encouraging further study and academic achievement.

In FY2015, two University of Florida students, Lauren Brown and Nicholas Cullen, were selected to work on research projects alongside their mentors at the SLSL.

Intern Lauren Brown worked on a project researching a Dust Atmospheric Recovery Technology (DART) System, under the guidance of Dr. Andrew Schuerger of the University of Florida. Intern Nicholas Cullen studied Generating Metabolic Networks of the Modern Stromatolite Microbiome

under the supervision of Dr. Jamie Foster of the University of Florida.

Space Florida believes that the internship offers our next generation of space and aerospace employees a hands-on experience, providing tangible results and fostering academic achievement.

FLORIDA SPACE RESEARCH PROGRAM AWARDS 15 PROJECTS AT 10 FLORIDA UNIVERSITIES

The Florida Space Research Program (FSRP), originally developed in 2007, is jointly funded by the Florida Space Grant Consortium and Space Florida, and supports the expansion and diversification of Florida's space industry by increasing statewide academic involvement in space research, engineering, education, and training programs that are consistent with the state's space industry priorities. This matching grant program combines state, federal, and other funds for competitive awards to projects sponsored within, or conducted in partnership with, the state's public and private academic institutions.

In FY2015, Space Florida and the NASA FSGC announced 15 projects that were awarded through 10 universities, including: Bethune-Cookman University, Embry-Riddle Aeronautical University, Florida Gulf Coast University, Florida Institute of Technology, Florida International University, Florida State University, University of Central Florida, University of Florida, University of North Florida and University of South Florida.

Funding received by winners is intended to support research that will: a) compete for larger sponsored research awards; b) attract and leverage other federal or industry funding; c) produce technologies that lead to commercial opportunities; d) promote Florida leadership in emerging aerospace technologies; e) address workforce development issues

and/or f) in other ways enhance the technological competitiveness of Florida universities and the space industry.

For the 2014-2015 award period, Space Florida and the FSGC invested a total of \$295,855 and leveraged an additional \$320,709 in matching funds from winning universities. To date, 134 projects have been funded through the program.



SPACE TOURISM

During FY2014 Space Florida developed a comprehensive, multi-channel marketing plan to generate awareness and enthusiasm for the space industry, create awareness of space-related tourism opportunities in the state, re-engage space enthusiasts, brand and market Florida as “The Place for Space” to consumers and the business-to-business market, and promote space tourism in the commercial human spaceflight realm.

In FY2015, Space Florida expanded upon that plan and initiated a more targeted marketing strategy using narrative videos, national media buys, social media marketing and celebrity support campaigns to focus attention on the Florida’s record-setting launch year in 2015 – with government and commercial launches occurring at least twice per month from Florida,

Space Florida’s marketing research has found that most Americans are under the impression that the U.S. space program has dwindled in the aftermath of Space Shuttle Program retirement. Given that seeing a rocket launching to space is a highly rated and unique life experience, and has been a key driver of tourists and space enthusiasts to Florida in the past, the space tourism campaign was designed to tout Florida as the only place in the world where people can enjoy world class tourism destinations and see a rocket launching to space in the same state.

The target audience for the space tourism marketing campaign was highly educated/high income families, space enthusiasts and international and domestic tourists. The purpose of the campaign was to increase tourism to the Space Coast and Kennedy Space Center Visitor Complex (KSCVC), create awareness of current space-related tourism opportunities, and generate overall enthusiasm for America’s space program, all while reiterating that Florida is the past, present and future of the space industry.

Space Florida, in partnership with Paradise Advertising, Inc., Monster Media, Spark Branding House and Visit Florida, spearheaded the \$1.5 million dollar campaign featuring interactive ads at Atlanta Airport, Chicago Midway and JFK International Airport, event sponsorship and a digital campaign launch for the “We Are Go” website.

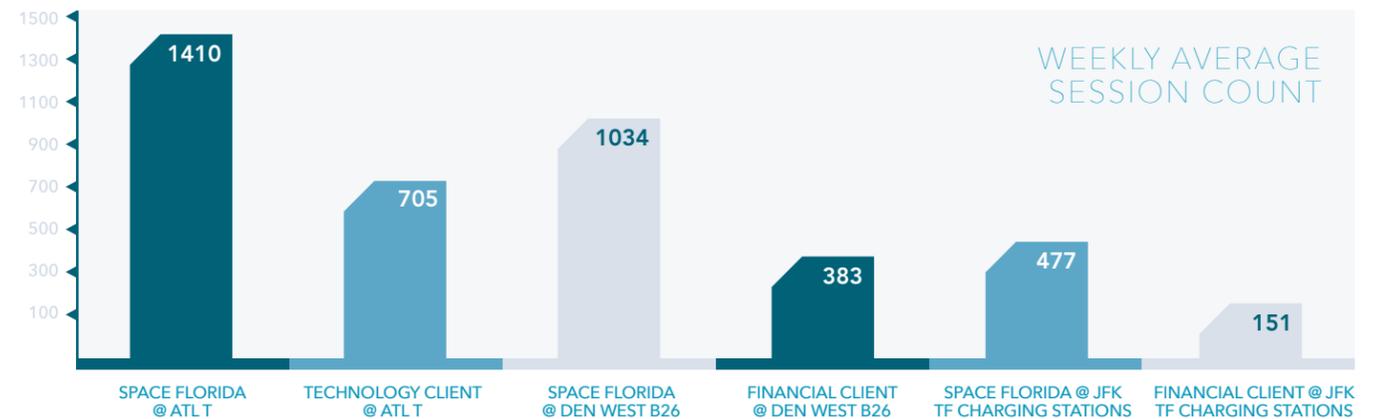
MONSTER MEDIA implemented interactive, oversized digital displays at the Atlanta, Denver and JFK International Airports. The campaign enabled users to select a spacecraft and then take their photo superimposed into an astronaut helmet, then email or text the image to themselves or others.



36,952
COMPLETED SESSIONS

The “Monster Walls” campaign produced a total of 36,952 completed sessions. More than 2,000 email addresses were collected to be used for future business-to-business space tourism campaigns and strong engagement was reported with participants spending an average of nearly a full minute at the exhibit.

COMPARISON OF SPACE TOURISM CAMPAIGN TO SIMILAR CAMPAIGNS



SPARK BRANDING HOUSE was retained to implement a digital marketing campaign and website, WhereDreamsAreLaunched.com. The campaign ran from June through August with a total value of \$177,277.86 in media placement. It focused on luring space enthusiasts and other visitors to the Space Coast and KSCVC. The site described the past, present and future of the space industry in Florida.

This campaign generated more than 62 million impressions and produced more than 115,000 click-throughs, with an average click-through rate of 0.19% (almost double the national average). Website engagement was strong with 72,172 on-site interactions and an average on-site time of 7:51, leading to 8,520 clicks to purchase tickets.

PARADISE ADVERTISING’S space tourism campaign included Branding Strategy Formulation, Content Development and Brand Marketing Execution in support of the goal of marketing and promoting the space tourism industry in the State of Florida.

Space Florida participated in an ongoing cooperative campaign with Visit Florida, which included a Space Tourism themed interactive display implemented by Monster Media as one of three options alongside Visit Florida’s themed elements. The campaign ran at 10 charging stations in Chicago Midway airport. Traffic counts for the location of the charging stations in Chicago Midway were 90,000/month, representing a total of campaign traffic count of 495,000 over five-and-a-half months of run time.

Space Florida completed a second Chicago train wrap campaign initiative with interior and exterior wraps on the Chicago Blue Line during FY2015. The Blue Line has an average monthly ridership of 4,064,907, and it is one of the Chicago Transportation Association’s busiest rail lines, running 24 hours a day, 7 days a week.

62 million
IMPRESSIONS
WhereDreamsAreLaunched.com



SPACE TOURISM

With an average of two launch events scheduled every month during FY2015 and more rocket liftoffs taking place in Florida than ever before, Space Florida and state tourism entities worked together in Q3 to create dynamic launch viewing experiences through the “We Are Go” campaign.

Space Florida partnered with Paradise Advertising, Digital & Entertainment to launch the national multi-media campaign to promote Florida as the rocket launch capital of the world. The campaign features the voice of Mike Rowe, host of CNN’s Somebody’s Gotta Do It and Discovery Channel’s Dirty Jobs. The campaign was created to raise awareness that America’s space program is alive and strong, and that Florida is the premier destination to experience rocket launches first-hand.

The phrase “We Are Go” was chosen as the campaign name because those words are the instructions flight directors utter just prior to liftoff when all systems are ready for launch.

The first “We Are Go” video captures the excitement and pride of historic launches and transfers those sentiments to the current launches from the Cape by NASA, SpaceX and ULA. It encourages people to come live the experience, as more launches are blasting off from Florida than ever before. The video is linked to Twitter and other social media activities with the #WeAreGoFL hashtag and a website featuring an always active countdown clock to the next launch. The website includes information about upcoming launches and links to maps and information about where visitors can watch the launches, including at KSCVC. A second video and plans for a more ambitious rollout are also underway.



The videos focused on major Florida metropolitan areas (Orlando, Miami, Tampa Bay, West Palm), New York City, Chicago, Philadelphia, Atlanta, Boston, Washington DC and San Francisco. International marketing targets in the first phase included Canada (Toronto and Montreal) as well as Brazil, the UK, Ireland, and Germany. Reach was made through social media marketing as well as using the videos on in-flight entertainment systems on certain airlines flying into Orlando.

The multi-media campaign is emotional, sharing some of the most memorable American launches, demonstrating the majesty of space flight and includes, digital, social, broadcast, website and out-of-home buys with outlets such as National Public Radio, In Flight video, Facebook, Twitter, custom e-blasts, SpaceFlightNow.com, Weather.com and OrlandoSentinel.com.

Visit WEAREGOFL.com to learn more.

VIDEO TARGETS



LOOKING AHEAD

In the year ahead, Space Florida plans to continue to adapt and change to face the ever-evolving global space industry. We will continue to facilitate deals and partnerships to broaden and diversify the space and aerospace economies in our state. Not only will Space Florida pursue launch companies, but also satellite and spacecraft manufacturing, rocket and rocket engine manufacturing companies, drone manufacturers and operators, sensor and software applications companies, research and payload developers and much more.

We need to ensure that Florida remains a top competitor globally, not just nationally. In order to be competitive with other emerging spaceports, Florida must be efficient, responsive and possess low-cost operating environments.

As Florida's aerospace and spaceport development authority, we will continue to leverage our unique State-enabled empowerments and financing tools. We will continue to focus on partnerships that result in economic growth and job creation. We will ensure that Cape Canaveral Spaceport remains the premier destination for space companies worldwide.

FY2016 looks bright and Space Florida will embrace all solid opportunities that come our way. In the next year, it is clear that Cape Canaveral Spaceport will play host to many more rocket launches, spacecraft tests/demos, manufacturing facility expansions and space-related tourism growth. We look forward to keeping you updated on industry news and happenings.



SPACE FLORIDA



photo credit: NASA



SPACE FLORIDA

SPACE FLORIDA'S **UNIQUE** TOOL BOX FOR AEROSPACE BUSINESS

Space Florida is committed to growing the aerospace industry in the Sunshine State. Almost everything we do generates opportunities for industry, high-tech jobs, and revenue for the state. To achieve these outcomes, Space Florida uses what is often described as a "unique toolbox" given by the Governor and Florida Legislature. Inside that box are many creative financial enticements and solutions that can help businesses decide to locate or grow in Florida.

Space Florida.
Preserving the legacy, promoting the prospects of tomorrow.

THE TOOLBOX



A COMPLETE KIT

Space Florida is the toolbox. It can use one, a combination, or all of the tools to build a lasting partnership with your company. By making use of these tools, your company has a genuine opportunity to grow its business to its full potential, finding a lasting home in Florida.

To learn more about how each tool can benefit you, visit www.spaceflorida.gov/toolbox

CONDUIT FINANCING

Benefits:

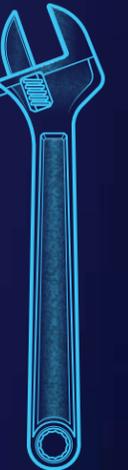
- Allows business to access assets quickly and cost effectively
- Enables companies to use existing capital strategically



SECURING PROPERTY FROM GOVERNMENT

Benefits:

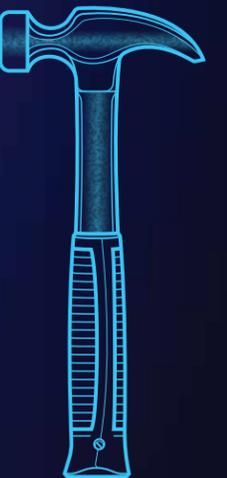
- Unshackles business from many government restraints
- Creates "commercial islands" for business activity on government land



SYNTHETIC LEASING

Benefits:

- Turns property from a liability to an expense
- Defers large capital expenditures



SPACE FLORIDA



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