

SKY

DELTA 

// BERLIN: 1 CITY 5 WAYS

// FAME EXCHANGE:
LISA LOEB & RUPAUL

// TEN NATIONAL PARKS
TO EXPLORE

The Real Food Movement

Jamie Oliver is leading the crusade to rethink the way we eat—and cook

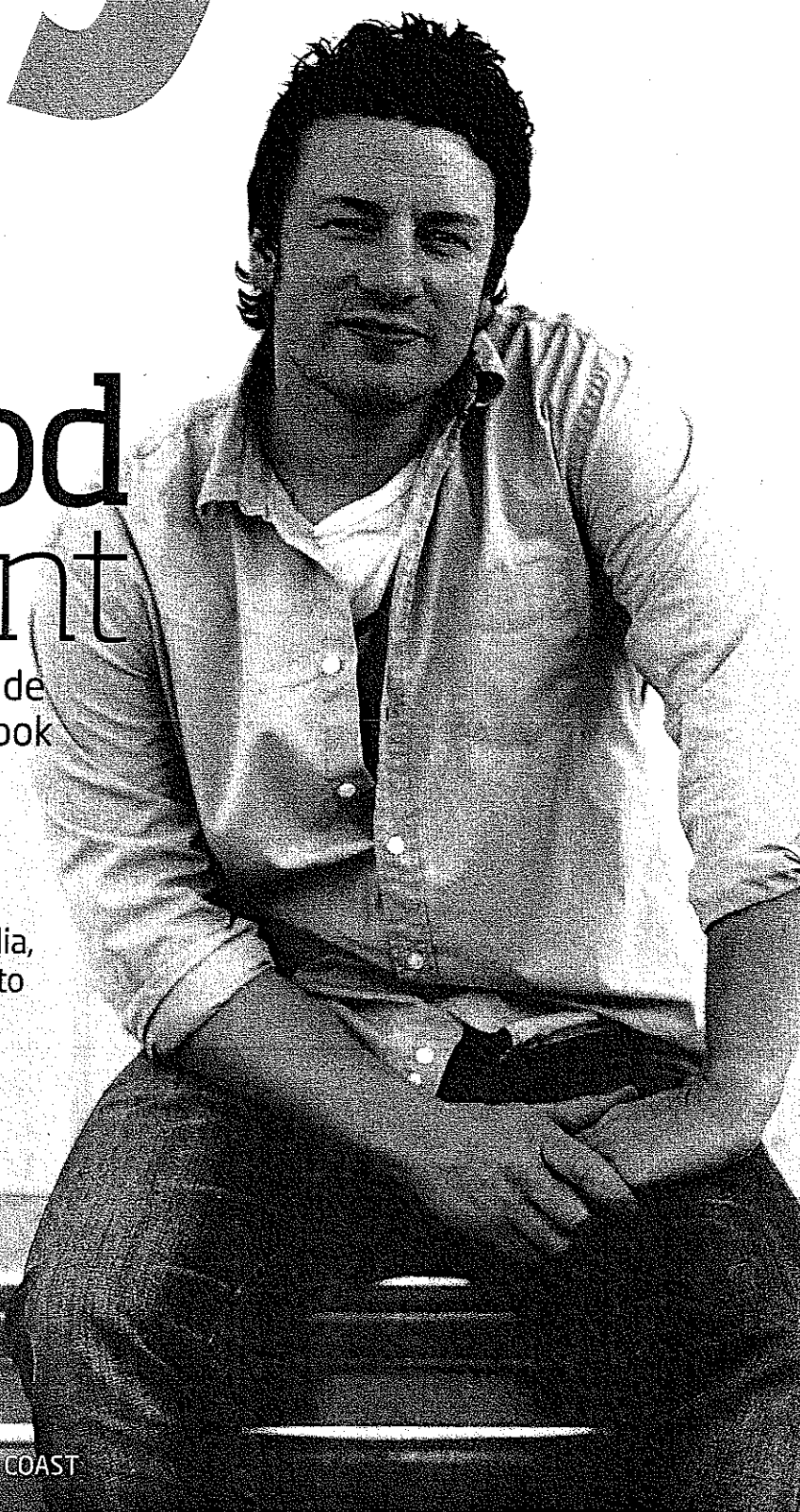
WILD THINGS

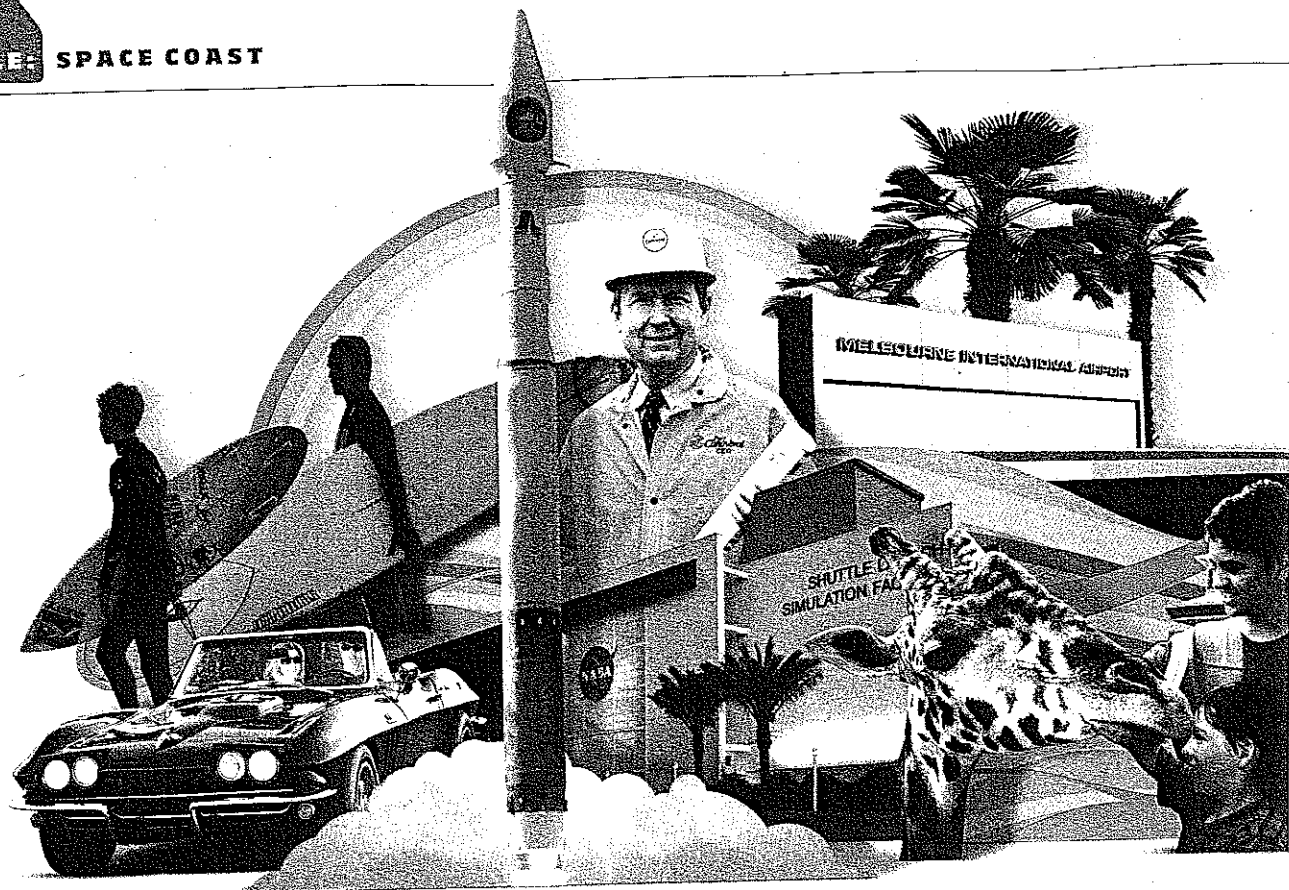
Pink dolphins in the Amazon, tigers in India, polar bears in Canada ... the best places to see the world's awe-inspiring animals

CHEFS

WHO GIVE BACK

AUGUST 2011 // SKY CELEBRATES THE SPACE COAST





READY TO LAUNCH

The Space Coast is about to take off once again with savvy businesses already onboard. By Myatt Murphy

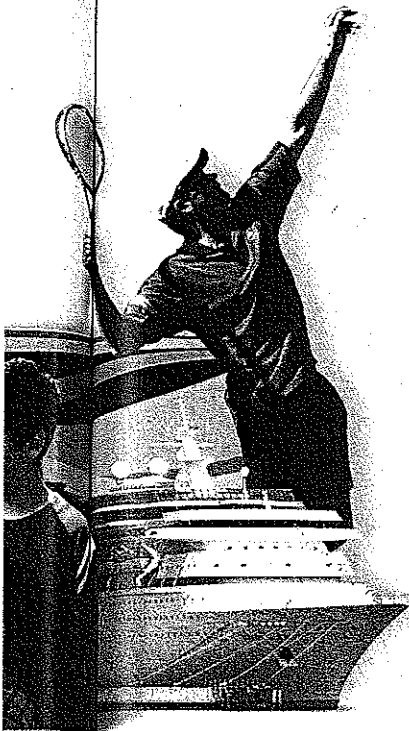
The 72-mile Space Coast region—which spreads from the Kennedy Space Center down along Florida’s Atlantic coast to the cities of Titusville, Cocoa, Melbourne and Palm Bay—is renowned for the things it blasts high into the atmosphere. But what’s even more impressive than its space program is the enormous talent the area attracts.

There is not another region in the nation that has more engineers per 1,000 workers (48) than the Space Coast—and the number of scientists and technicians is equally impressive. It’s the reason why the Space Coast’s economy goes far beyond aerospace to excel in other areas such as aviation, advanced communications, electronics, homeland security and national defense, as well

as other emerging technologies.

“By far, our legacy has been, and will always be, having a highly qualified and talented labor pool, one that is used to working under high-demanding military specifications—making it second to none,” says Lynda Weatherman, president and CEO of the Economic Development Commission in Florida’s Space Coast.

That labor pool is why so many game-changing corporations—companies that understand the power that the region brings to their business—are rooted here, such as The Boeing Company, DRS, General Electric, L-3, Lockheed Martin, Northrop Grumman, Raytheon, Rockwell Collins and Harris Corporation (which has its world headquarters here). It’s also why Bre-



vard County, where most of Space Coast sits, has the most concentrated high-tech economy in the state of Florida and the 15th most-concentrated in the nation.

Talent may send companies clamoring to the Space Coast, but it's the region's other assets that keep their businesses beachside. With its attractive tax code, nine tech-supportive colleges and universities (including the tier 1 research university Florida Tech), 300-plus days of sunshine and the ocean at its doorstep,

the Space Coast is also, says Weatherman, "surprisingly economically inexpensive for companies relocating here, giving them a built-in cost advantage when setting up facilities and allowing them to offer potential employees an affordable cost of living they can't pass up."

FOUR ASHORE

The Space Coast is situated in the heart of a multitude of key transport corridors. Located on the Atlantic seaboard, it has immediate access to Interstate 95 and other highway systems. The network makes the region the only quadra-modal transportation hub—land, air, sea and space—in the world.

"That means businesses have the ability to transport people and goods virtually anywhere they wish in the most efficient and cost-effective way possible," says Weatherman, "whether that's across the nation, internationally or even straight up into orbit."

One of its logistics legs is Port Canaveral, one of the busiest navigation locks in the United States. It's the home port for Disney Cruise Lines, among other large ships from Carnival, Royal Caribbean International and Norwegian, and about 3 million cruise passengers set sail from Port Canaveral docks each year, making it the third-busiest (yet accessible) cruise port in the world.

"The economic effect of our cruise, cargo, real estate and marina activity combined generated

over 13,000 jobs and \$1.1 billion in revenue [according to a 2009 study]," says J. Stanley Payne, CEO of the Canaveral Port Authority. "We're located close to open water and just a few miles away from the main shipping channels on the East Coast, making it ideal for any type of business."

As the recession brings many businesses to a standstill, Port Canaveral is expecting to have a total of four 4,000-passenger cruise ships by the end of next year. It's also moving forward on several multimillion-dollar construction projects, including a new cruise terminal and cargo pier. In addition, Port Canaveral recently completed a state-of-the-art petroleum tank farm.

"Traditionally, cruise ships refuel by barges that pull alongside them—a method that has both operational and cost issues associated with it," says Payne. "At Port Canaveral, all they do is hook a hose up to a hydrant on our dock, just as you would at a service station—it's a convenience that very few ports in the world can offer."

Rounding out the Space Coast's transit assets

Q & A

BREVARD COUNTY COMMISSION CHAIR ROBIN L. FISHER

What's unique about the Space Coast?

FISHER: There aren't many places where you can launch vehicles into space, but we're just as impressive when it comes to our extremely talented work force. We have a greater percentage of engineers in our community than most other places throughout the nation.

Name something that might surprise people.

FISHER: Because of all the land originally set aside for security purposes for the Space Center, there are many one-of-a-kind natural wildlife areas here that have become a huge draw for eco-tourism throughout the county.

What's the region's future?

FISHER: Even though we're known for our tech and being a commercial launch headquarters for the United States, we're poised to be a big player in many other sectors because of what we have—and who we have—here. When you factor in our great weather, top-notch schools, affordable housing and incredible beaches, it's a steady stream of pluses that any company looking to relocate or expand would want to invest in. —M. M.



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