



BBN photo — Adrienne B. Roth

The Economic Development Commission of Florida’s Space Coast is working with its partners on the new ‘Tomorrow Launches Here’ brand–identity campaign, an initiative designed to promote and distinguish the area with its unique assets. The team includes, from left: John Thomas, president and CEO, Space Coast Builders Association; Florida Power & Light Co’s Michele Murrell, chair, Space Coast Brand Partner Council; Jimmy Lane, president and CEO, Accelerate Brevard: Chamber of Innovation; Lindsey Ruschak, CEO, Space Coast Association of Realtors; Robert Goltz, president and CEO, Titusville Area Chamber of Commerce; Lynda Weatherman, president and CEO, EDC of Florida’ Space Coast; Cory Skeates, president and CEO, The Greater Palm Bay Chamber of Commerce; Anne Conroy–Baiter, president and CEO, Space Coast Chamber; Victoria Jones, president and CEO, Space Coast Black Chamber; and Rachel Rutledge, CEO, LEAD Brevard. They are at the EDC in Rockledge.

EDC of Florida’s Space Coast enters brand–building phase

By Ken Datzman

ROCKLEDGE — For the last two years, the Economic Development Commission of Florida’s Space Coast has been working on a project to create a brand identity to define the 72–mile–long county’s attributes and what makes it different from other communities.

The EDC of Florida’s Space Coast mobilized a diverse group of local stakeholders, gathered collective input, set clear objectives, and established measurable goals, among other initiatives. It was a step–by–step process designed to reflect shared values.

“It takes at least 10 years for a branding undertaking of this type to catch on,” said Lynda Weatherman, president and chief executive officer of the EDC of

Florida’s Space Coast. “We are about one–third into it. We have never done anything like this before. That makes it especially hard. The only ubiquity we have in this county is the river. So we need to be patient about this project.”

Unlike corporate branding driven by an executive team, a community–driven project relies heavily on

public buy–in, transparent communication, and long–term collaboration, she said.

“This is a community brand, not an EDC brand. If we were going to do our own EDC brand, we would have done it already. The community has to embrace what we’re doing,” Weatherman said.

“We’ll do the work, the sweat equity, but the

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The Economic Development Commission of Florida's Space Coast

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community has to get behind this brand-identity project."

More than 30,000 residents, businessowners, and civic leaders contributed through surveys and focus groups, guided by a 23-member "Brand Report Board" led by former Health First executive Brett Esrock.

Working alongside the Space Coast Office of Tourism, the group came up with the slogan "Florida's Space Coast: 'Tomorrow Launches Here.'" This is a messaging effort to tell a "clear and compelling story about the Space Coast," said Mindy Wilson, the former senior director of communications and partner relations at the EDC of Florida's Space Coast.

"Tomorrow Launches Here is the branding platform. This is called 'place branding,' which is the process of shaping and promoting a location's identity to attract businesses, tourists, residents, and investors."

The Tomorrow Launches Here slogan was designed to position Brevard County as the active launchpad for humanity's future while celebrating its "innovative, daring spirit."

"We spent about two years in the research phase for this project, so the data informed the decision," said Wilson, who was extensively involved in the project.

"There have been references to the Space Coast that date back to the 1960s. I have lived in Cocoa Beach since 2008 and just found out that the city's official seal displays the text 'Jewel of the Space Coast.' This is really an uncovering of our identity. If we use 'Florida Space Coast,' anybody in the world can find us. The challenge is defining what the Space Coast is."

She continued, "In building the identity of the Space Coast, we talked to people not only in the community but also outside the community. We used internal focus groups and external focus groups. We met with representatives of municipalities. We conducted national surveys. We brought in the Chambers of Commerce countywide, Realtors, homebuilders — everyone had input into how we identify who we are as a community, the best attributes of the community, and how do we distill that into a message that resonates. And it's got to be authentic."

One of the external focus groups was in North Carolina, she said. "One of the questions we asked: 'Do you know where Brevard is?' Their answer was 'in North Carolina.' There is a Brevard, North Carolina. So that doesn't distinguish us. Our goal is to distinguish Brevard as a community of choice for business investment, attractiveness, innovation, and lifestyle."

She says the Space Coast is a "fantastic community of individuals who are willing to defy complacency. They are entrepreneurs, engineers, and many other types of people."

The EDC of Florida's Space Coast built its Tomorrow Launches Here branding campaign around five cultural values, said Wilson:

- **Take the Scenic Route:** Celebrating the area's relaxed, coastal lifestyle and natural beauty while acknowledging that the community isn't a bustling big city. "We live life at a slower pace and take time to enjoy the wide-open natural wonder that surrounds us," she said.

- **Humble Works Hard:** "We embrace an unassuming, down-to-earth attitude matched with the high-tech drive and innovation happening in our own

backyard."

- **Driven by Discovery:** "Everything we do is fueled by a passion for learning, and a desire to see what's out there. We don't follow crowds; we're early adopters."

- **Defy Complacency:** "We don't rest on our laurels. We may have the entirety of the space program at our backs, but we still believe the best is yet to come."

- **Choose Community:** The careers of people are important, but that shouldn't stop us from being neighborly. "We are an inclusive, safe community meant for all ages."

The EDC of Florida's Space Coast has been touting Tomorrow Launches Here with its partner organizations. The partners entered into a "memorandum of understanding" for the purpose of advancing and promoting a unified regional brand narrative for Florida's Space Coast.

The partners are: Accelerate Brevard: Chamber of Innovation, LEAD Brevard, Space Coast Association of Realtors, Space Coast Chamber, The Greater Palm Bay Chamber of Commerce, Space Coast Black Chamber of Commerce, Titusville Area Chamber of Commerce, Space Coast Builders Association, and EDC of Florida's Space Coast.

Wilson said the partners recognize that successful communities compete not only for visitors, but also for talent, business investment, entrepreneurs, workforce, events, and long-term economic opportunity.

"Our goal is to distinguish Brevard County as a 'Community of Choice' emphasizing its unique assets. Arguably, we are iconic in the minds of people around the world because man has only gone to the moon from one location," she said, adding, "How do we take control of that narrative, to say this is who we are, what we do, and we are proud of it?"

All human missions to the moon, which successfully transported 28 astronauts and made it possible for 12 men to walk on the lunar surface, were launched from Kennedy Space Center.

The region's economy and identity have been deeply tied to the aerospace industry, rocket launches, and space exploration since the dawn of the "Space Age."

Wilson said the partners will seek to strengthen the reputation, awareness, and perception of Florida's Space Coast through coordinated storytelling, messaging, visuals, and promotional efforts.

The memorandum of understanding represents a voluntary commitment to collaborate in support of a stronger and more unified "regional narrative" for the mutual benefit of Florida's Space Coast.

"When nine organizations come together to speak with one voice, that's not just branding — that's a region deciding its future together. Titusville is proud to be part of that story," said Robert Goltz, president and chief executive officer of the Titusville Area Chamber of Commerce.

Rachel Rutledge, chief executive officer of LEAD Brevard, said the "Tomorrow Launches Here narrative reflects something that residents already feel deeply, pride in being part of a community that helps shape the future."

The Space Coast Brand Partner Council is chaired by Michele Murrell, external affairs manager at Florida Power & Light Co.

"A strong regional brand helps create opportunities for businesses, families, and future generations," she said. "Tomorrow Launches Here reflects the innovation, collaboration, and forward-thinking spirit that

defines Florida's Space Coast. We're proud to work alongside community partners to help strengthen the region's future."

Murrell added, "Florida's Space Coast has a remarkable story to tell, and Tomorrow Launches Here helps us tell it together. By aligning around a shared vision, we can showcase the innovation, talent, and opportunity that make this region thrive."

Victoria Jones, president and chief executive officer of the Space Coast Black Chamber, said "Florida's Space Coast is no longer defined by its history. It is increasingly defined by what comes next."

"What makes this initiative unique is that it unites organizations with diverse missions behind a single vision: promoting and strengthening Florida's Space Coast as a premier destination for business, education, innovation, and community growth," said John Thomas, president and chief executive officer at Space Coast Builders Association, a trade organization.

Wilson said Tomorrow Launches Here is more than a tagline, "it speaks to our community's leading edge in the future of industry, technology, and talent."

Cory Skeates, president and chief executive officer of The Greater Palm Bay Chamber of Commerce, said Florida's Space Coast is "strongest when we lead together as a region rather than compete as individual communities or organizations. Tomorrow Launches Here provides a unified narrative that reflects the innovation, talent, partnerships, and quality of life that make the Space Coast globally competitive. By aligning around a shared story and telling it consistently, we strengthen opportunities for every business, community, and resident across the region."

This year, the Melbourne Regional Chamber made a "decision to rebrand as the Space Coast Chamber," said Anne Conroy-Baiter, president and chief executive officer of the Space Coast Chamber. "The rebranding decision was about clarity and alignment with the Tomorrow Launches Here brand. Together, the partners give voice to that momentum reminding the world that Florida's Space Coast is not only a place of historic achievement, but also a place where innovation and opportunity are building a better future."

Jimmy Lane also thought the Tomorrow Launches Here vision will help raise the county's visibility. He is the president and chief executive officer of Accelerate Brevard: Chamber of Innovation.

"We believe strong regions do not simply inherit momentum; they intentionally create it. Florida's Space Coast already possesses one of the most recognizable identities in the world, and initiatives like Tomorrow Launches Here help amplify that story through regional alignment and shared purpose. As an organization committed to awakening possibility, accelerating innovation, and boldly shaping what comes next, we are proud to help champion a narrative that reflects a community not watching the future unfold, but actually leading it," he said.

Lindsey Ruschak, chief executive officer of the Space Coast Association of Realtors, said her members "see firsthand the impact a strong identity has on attracting investment, talent, and new residents. Tomorrow Launches Here captures the spirit of a community that is constantly looking ahead while building on an extraordinary legacy. We are excited to partner with organizations across the Space Coast to

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amplify a message that benefits our entire region and strengthens its future.”

The Tomorrow Launches Here brand identity features an iconic logo with the vibrant colors of yellow, blue, and green. Each element of the icon tells a specific part of Florida’s Space Coast Story.

“Yellow — the Golden Hour, which represents sunrises over the Atlantic and sunsets over the Indian River — is always on the top. It symbolizes the iconic rocket contrail,” said Wilson. “The blue represents the water that surrounds us — the Atlantic Ocean, Indian River Lagoon and St. Johns River. And the green is our connection to nature. There are more than 270 local parks along Brevard’s 72 miles of pristine coastline.”

Community members can get involved with the Tomorrow Launches Here brand initiative by downloading the “Florida’s Space Coast Brand Playbook” to utilize logos, brand messaging, and digital assets. The web address is <https://flspacecoast.org/playbook>.

Residents are asked to participate by aligning with local promotional efforts and corporate networking opportunities.

“We are using digital, print, social media, and photography to promote Tomorrow Launches Here,” said Wilson. “The local Chambers of Commerce, for example, have embraced the Tomorrow Launches Here banners. They are taking them to different events. We want everybody to be part of this.”

To build on the community-driven narrative of the brand, residents and businesses can take these steps:

- Use the digital toolkit: Incorporate the brand’s official logos, video assets, and colors into your own marketing, business, or social media to help tell the region’s story.
 - Attend EDC of Florida’s Space Coast events: Join local civic leaders and business organizations at signature events.
 - Engage through regional partners: Connect with EDC of Florida’s Space Coast partner organizations that have signed the Brand Partners Council memorandum of understanding.
- “We have to make the brand come alive. It’s only going to be effective if people access it,” said Wilson, adding, “Photofy is an app we are using to empower businesses and people in general to promote the Tomorrow Launches Here brand.”

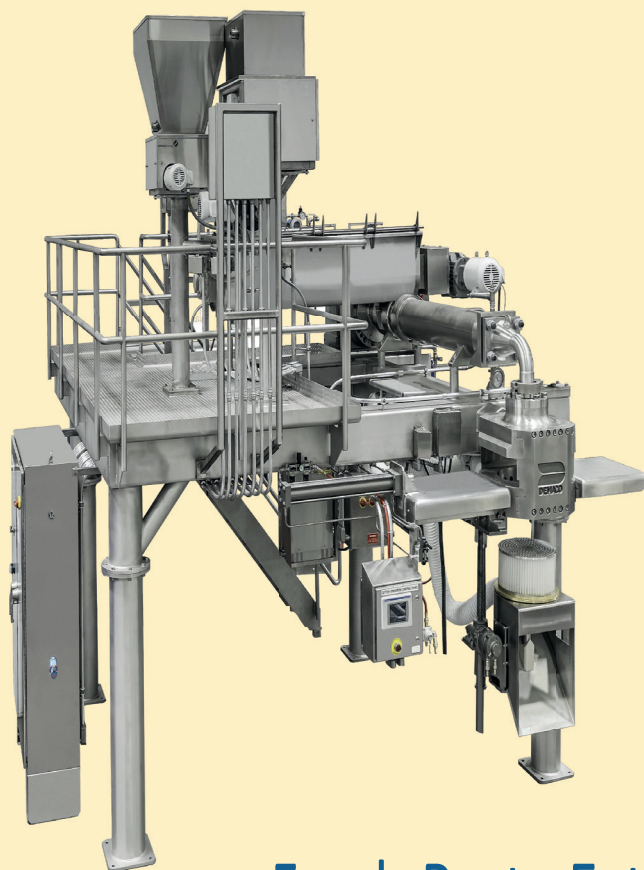
“Recently, we talked to the South Brevard Tourism Collective. Storytelling is our greatest asset. If someone has an outstanding experience, an attention grabber, we want them to share it with their out-of-town friends. Many people who relocate to another community usually visit the place before making their final decision,” she added.

The South Brevard Tourism Collective is a networking and marketing alliance made up of hotels, resorts, and tourism-related businesses operating in Melbourne, Palm Bay, and the beaches.

The primary goal is to unite hospitality professionals and local businessowners to cross-promote the area, share industry resources, and boost overnight stays in South Brevard hotels and resorts. They frequently collaborate with the Space Coast Office of Tourism and other organizations.

Wilson said brand messaging for Tomorrow Launches Here must remain consistent across every touchpoint. “Visual and communicative consistency reinforces brand memory.”

Weatherman said she has high hopes over the long term for the success of this initiative.



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