

SKY

DELTA

FEATURING

1 CITY 5 WAYS: EDINBURGH

GHOSTBUSTERS 2.0

TALK SHOW WITH EVA LONGORIA

AMSTERDAM FROM A HOUSEBOAT

TIME OUT IN MEMPHIS

JULY 2016

THE **FUTURE** OF FLIGHT

WHAT'S NEXT FOR THE SKY, FROM
HYPERSONIC (SUPERFAST) PLANES AND
NEW SPACE ROCKETS TO CUTTING-EDGE
FUEL EFFICIENCY



Boeing created this realistic rendering of what a hypersonic plane could look like in the future.



AS **BOEING** CELEBRATES 100 YEARS,
CEO **DENNIS MUILENBURG** LOOKS AHEAD TO THE COMPANY'S
NEXT CENTURY OF AVIATION

FLORIDA'S SPACE COAST

PROFILE

MLB

Titusville

TRAVEL:

ROCKET
LAUNCHES,
CYCLING, ART
AND MORE ON
THE SPACE COAST

P. 72

Q & A:

MAYOR
JIM TULLEY

P. 73

BUSINESS:

TITUSVILLE'S
ECONOMIC
RENAISSANCE

P. 76





Sun, Space and Sea

TITUSVILLE'S CONNECTIONS TO THE ARTS, NATURE AND SPACE MAKE IT AN OUT-OF-THIS-WORLD DESTINATION FOR TOURISTS AND BUSINESSES. — **SUSAN B. BARNES**

► At the north end of Florida's Space Coast lies the place that gave the region its name: **Kennedy Space Center**. So it's no surprise that in Titusville—just across the Indian River—space is a big deal. The city's sunny skies and outdoor fun draw plenty of visitors to the region, and with the Space Center and Cape Canaveral right in its backyard, discovering the “final frontier” is easier than you think.

Located on nearby Merritt Island, Kennedy Space Center has been NASA's primary launch center since the late 1960s, home to the Apollo, Skylab and space shuttle programs. For almost 50 years, the **Kennedy Space Center Visitor Complex** has welcomed space-curious travelers from around the globe (more than 1.5 million of them pass through each year) who can walk under the largest rocket ever made, touch an actual moon rock, see real launch pads and meet veteran NASA astronauts. Later this year, a new attraction called Heroes and Legends will open, featuring the **U.S. Astronaut Hall of Fame**.

The out-of-this-world experiences don't end at Kennedy, however. The **U.S. Space Walk of Fame Museum** in downtown Titusville has memorabilia, including space hardware, on display, nearly all of which was donated to the museum by former aerospace employees and their families. The men and women who built the launch pads, rockets and programs that put Americans into space are celebrated, and bronze handprints of the original Mercury, Gemini, Apollo and shuttle astronauts can be found at the museum and in **Space View Park**. On the north side of nearby Port Canaveral and Cape Canaveral, the **Air Force Space and Missile**



CLOCKWISE FROM FAR LEFT: Kennedy Space Center's Rocket Garden; Brewmaster Ron Raika of Playalinda Brewing Company; Exploration Tower at Port Canaveral; American white ibises; Cruise ships at Port Canaveral.

Museum features exhibits, photos and artifacts from the first launch pads.

Rockets still regularly lift off on the Space Coast, and catching a launch either from the visitor complex or the beach is a must-do when visiting Titusville. But the thrill of flight is also displayed through two air shows: Aircraft dating back to World War I will take to the skies during the **TICO Warbird Airshow** at the Space Coast Regional Airport in March 2017. The volunteer-produced air show is one of the top shows in the Southeast and draws thousands of people annually. The U.S. Air Force Thunderbirds will headline the **Melbourne Air & Space Show** at the Orlando Melbourne International Airport in April 2017.

Science Meets Art

The town's tech and science cred blends with the arts for the annual **Art & Algorithms Digital Arts Festival**, scheduled for October 11-16. Over the course of the festival—now in its fourth year—art and science enthusiasts will find digital installations accompanied by interactive exhibits, musical performances, demonstrations, an international film show and street parties.

"Artists from around the world come to

Titusville to be a part of Art & Algorithms," says Titusville Mayor Jim Tulley.

Adds Brevard County District 1 Commissioner Robin Fisher, "The festival is another one of those good things helping us get on the map outside of the space program."

Cruises and More

Nearby **Port Canaveral** was recently named the second-busiest port in the world. About 50 miles east of Orlando, the port hosts four major cruise lines that offer trips to the Bahamas and to the Caribbean.

Port Canaveral offers so much more to cruise passengers who want to extend their stay. **Jetty Park**, found within Port Canaveral, is a 4.5-acre oceanfront beach on which to spend time camping, fishing on the pier, boating and picnicking. Two other parks found within the park, **Freddie Patrick** and **Rodney S. Ketcham**, each have boat ramps, picnic facilities and wildlife viewing areas where you may just spot manatees, turtles or wood storks.

The new seven-story **Exploration Tower** takes guests through galleries and interactive exhibits that tell the story of the port and of Brevard County. From movies to hands-on activities to navigating a boat as it cruises into the harbor, there's fun for the entire family. At the top sits an outdoor observation deck—the perfect spot to watch a rocket launch from nearby Kennedy Space Center.

Afterwards visit **The Cove at Port Canaveral** for a drink in a tiki bar or a catch-of-the-day seafood dinner at one of its waterfront restaurants. The port also hosts several events, such as concerts, car shows, boat races, beer festivals and fishing tournaments, to name just a few.

Breweries and Bicycles

Playalinda Brewing Company, which opened in 2014, is a staple of downtown Titusville. Housed in a 100-year-old converted hardware store, the craft beer microbrewery offers a selection of unique taps, ranging from classic blond ales to cucumber-infused brews. Later this year, owner Bryan Scott is expanding Playalinda to a second location called **The Brix Project**, which will offer tours, a beer garden, a restaurant and a tasting room in addition to its bottling facility. The original location will focus on specialty beers and continue to host the **Playalinda Brewing Co. Run Club** the first and third Tuesdays of the month—for those who want a bit of exercise before sipping a pint.

My Titusville

JIM TULLEY

MAYOR

LOCAL ROOTS: I moved to Titusville in 1985 via a transfer with Lockheed Martin, so that I could work in the space program. I spent 25 years working at Kennedy Space Center.

FAVORITE EATS: I like all the restaurants in Titusville and each has its own unique must-try dish. However, our most famous is restaurant is probably Dixie Crossroads, which specializes in rock shrimp. Dixie Crossroads is so famous for this dish that Chef Emeril Lagasse stopped by to learn how they prepare it.

TRAVEL ADVICE: The local opportunities for eco-tourism are numerous, so bring or rent a boat, kayak, bicycle and fishing or hiking gear—and don't forget the sunscreen.

MUST-DO: In the summer and early fall, visitors can enjoy evening bioluminescent kayak trips. In the near future, visitors will be able to ride their bicycles from Titusville to St. Petersburg on Florida's Coast-to-Coast Connector bicycle trail.



DOMINIC AGOSTINI (EXPLORATION TOWER); LONRY MCKEE (PHOTOGRAPHY (IBISES)); ROGER SCRUGGS (PORT CANAVERAL)

“I’M REALLY STRUCK BY HOW CREATIVE AND SUCCESSFUL OUR LOCAL BUSINESSES ARE. [THEY] PROBABLY COULD HAVE LOCATED ANYWHERE, BUT CHOSE TITUSVILLE BECAUSE OF THE COOL THINGS GOING ON.”

—ERIC GARVEY, EXECUTIVE DIRECTOR OF FLORIDA’S SPACE COAST OFFICE OF TOURISM

Ecotourism continues to grow along Florida’s Space Coast as three new bike trails make their way into the city: the 50-plus-mile **East Central Regional Rail Trail**; the 275-mile **Coast-to-Coast Connector** that runs from St. Petersburg on the Gulf Coast to Canaveral National Seashore on the Space Coast; and the 3,000-mile **East Coast Greenway**, which runs from Maine to Key West. As Mayor Tulley notes, the city’s tag line—Gateway to Nature and Space—“sums up what we’re all about.”

Bouncing Back

While Kennedy Space Center continues to launch rockets and serve as the hub of NASA’s educational efforts, the space shuttle program had been a mainstay of Titusville’s culture and economy for 30 years. So when it was dismantled in 2011, many were concerned about how that would affect the Space Coast, specifically Titusville. But never underestimate this city’s resilience—five years later, Titusville is growing once again.

As NASA was winding down the program, Fisher jumped in to help redirect economic efforts, cofounding the **Greater Titusville Renaissance**, an organization committed to the redevelopment of the North Brevard County area.

“If we were going to be successful, we needed to do things differently than we had in the past, and be aggressive about it,” Fisher recalls. “Before you can get someone to invest in you, you have to invest in yourself.” He says it hasn’t always been easy, but a county-wide cultural shift has taken place, resulting in residents believing in themselves and their community.

“It’s exciting, and it’s working,” he adds.

Mayor Tulley agrees. “Once you get the ball rolling, it’s hard to stop it. A lot of people, groups and organizations have worked to make Titusville more attractive, and the momentum has picked up.”

One of those organizations creating change is the **North Brevard Economic Development Zone**, which Fisher credits with providing incentives for businesses to relocate to Titusville as well as focusing on redevelopment and creating job opportunities.

Revitalizing Retail and Health Care

Marcia Gaedcke, president of the Titusville Area Chamber of Commerce, points to **Titus Landing**, a 350,000-square-foot redevelopment spearheaded by the NBEDZ, as proof of the city’s commitment to moving forward. Built on the site of the vacant Miracle City Mall just off I-95,

Cruise into Florida via MLB Closest airport to Port Canaveral

Savvy cruise passengers know that the closest airport to Port Canaveral is Orlando Melbourne International Airport (MLB). Served by world-class airlines like Delta Air Lines®, you can take a shuttle straight to the port, or better yet, come early and begin your vacation on our 72 miles of beautiful beaches.

*Start your vacation the minute you land.
Cruise into Florida via MLB.*



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ORLANDO MELBOURNE INTERNATIONAL AIRPORT MLB

Closest airport to Port Canaveral
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Titus Landing will become a premier entertainment and retail destination and will house the prestigious **Parrish Healthcare Center**, a member of the Mayo Clinic Care network. Gaedcke adds that since the city is surrounded by water, there is not a lot of room to build out—so Titusville must get creative.

“We have to . . . look at redevelopment as fixing and reusing spaces that we have. The community has rallied around getting [Titus Landing] done and is really invested in seeing businesses succeed.”

When the center opens, Parrish’s diagnostic imaging services will be accredited by the American College of Radiology. Patients will be able to visit the center for outpatient diagnostic services, dialysis treatment, primary care, OB-GYN services and other specialties and connect directly with Mayo Clinic specialists.

“Physicians will benefit, patients will benefit and the delivery of health care will be increasingly efficient and cost effective,” says George Mikitarian, president and CEO of Parrish Healthcare, of the collaboration.

Targeting Startups

Collaboration is also the name of the game when it comes to community development efforts.

Greater Titusville Renaissance works closely with the NBEDZ and community leaders to redevelop and revitalize the area, but has its own initiatives, too.

“We can’t sit on our laurels and expect things to happen,” says Cathy Musselman, executive director of Greater Titusville Renaissance, who adds that the organization is increasingly focused on working with startups. In May, GTR opened **COLaunch**, a co-working space where innovators can connect, create and collaborate. COLaunch will provide workshops and training programs for startups and entrepreneurs and offer a space where business travelers can work or meet for the day.

Putting Down Roots in Titusville

“I’m really struck by how creative and successful our local businesses are,” says Eric Garvey, executive director of Florida’s Space Coast Office of Tourism. “[Businesses] probably could have located anywhere, but chose Titusville because of the cool things going on.”

Those businesses include **Barn Light Electric Company** (owned by Playalinda Brew-



The upper level of Space Shuttle Atlantis, displayed at the Kennedy Space Center Visitor Complex.

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FROM LEFT TO RIGHT: The Commercial Crew and Cargo Processing Facility at Kennedy Space Center; Boeing employees hard at work on the CST-100 Starliner (100 stands for the number of kilometers between Earth to the edge of space).

ing Company owner Bryan Scott), a lighting manufacturer that handcrafts one-of-a-kind porcelain enamel lighting and dinnerware, as well as **VectorWorks Marine LLC**, which recently celebrated 25 years in Titusville. President and CEO Jeff Gray and his team of 130 employees work with clientele around the world, providing product development services to the composites industry. The company is also moving into wind energy, transportation, infrastructure protection, theme parks and architecture. A 13-acre Titusville facility houses the engineering and tooling portions of the business; a 38-acre

Merritt Island plant adjacent to Port Canaveral provides an environment to fabricate, outfit and refit composite yachts.

Titusville is, a “great place to live and a hidden gem for manufacturing,” explains Gray. “The local, county and state governments have been very helpful and supportive of our growth.” Gray also cites the area’s top-notch talent: “The availability of technically qualified human resources is probably the single biggest advantage of our area.”

Boeing maintains its longtime Space Coast presence with four sites, three of which are on the Kennedy Space Center campus. Its employees are involved in government and commercial aerospace programs.

“It’s an exciting time to be in human space flight,” says Mark Jager, site director of **Boeing Florida Space Coast Operations**. “We haven’t been in development like this in a long time. It’s likely that there’s a kid in school right now who’s going to be the first one to step onto Mars.”

Port Canaveral’s Makeover

Cruise lines generate 80 percent of Port Canaveral’s income. Expansion plans there include the addition of cruise terminals and replacing existing terminals with state-of-the-art facilities, according to Scott Shepard, director of real estate for Port Canaveral. Plans are underway to create 250,000 square feet of retail, restaurant and hotel space—all of which will help cruise passengers take advantage of their time in Port Canaveral.

Plans and approval have begun on the **Port Canaveral Logistics Park** off of I-95, which will include a 600,000-square-foot national distribution center, approximately 1 million square feet of class A warehouse space and, eventually, the development of retail shops, a hotel, a restaurant and office space. ▽

Titusville Spotlight

COMMUNITY MATTERS



Brevard County District 1 Commissioner **Robin Fisher** has been a Titusville resident for nearly 30 years. His community involvement includes the Space Coast Field of Dreams, Florida’s first all-access, multi-sport park for children and adults with disabilities, which opened in January.

Tell us about how the Space Coast Field of Dreams came to be. When we had a gentleman approach the county commission and point out that of all our parks—some of the best in the world, in my opinion—not one made a variety

of play available to kids with disabilities, something needed to change. We orchestrated a deal with the City of Melbourne to give them a parcel of land with the stipulation that five acres be designated for the Space Coast Field of Dreams. Then we started fundraising and with the support of the State of Florida as well as local leaders from Waste Management, Harris and Embraer. We can get [kids with disabilities] out onto the field; it’s fun to see them go around the bases and have their names called out during the games. I’m pretty proud of what we’ve ended up with and the facility that we have today.

What do you like most about living in Titusville? I realize every day I’m a small-town guy, and I like that small-town atmosphere, though many wouldn’t consider a city with 45,000 people “small town.” I like to go to breakfast and be able to say hi to everyone who walks through the door. I know my neighbors—we’re all friends and can gather and throw a party at the drop of a hat. I live across from what we consider the “rocket launch capital of the world” and beautiful beaches and am in close proximity to Orlando, Jacksonville and Miami. But really, I stay here and enjoy the community.