



MEMORANDUM

Date: March 6, 2020

To: The Honorable Chairman and Members
Pima County Board of Supervisors

From: C.H. Huckelberry
County Administrator *CHH*

Re: **World View Media Release Regarding Using the Stratollite Fleet to Provide High Resolution Imagery and Data Analytics in the Americas**

Attached is a March 3, 2020 media release by World View, which is aligned with their discussions with Pima County regarding administrative, engineering and manufacturing expansion plans. World View has emerged as a leader in the technology-driven field of stratospheric data and information services for commercial and government customers. The company now plans to build and deploy a fleet of Stratollites over North and Central America starting this summer.

As the Board knows, World View is a startup company fostered by Pima County Economic Development efforts, who began operations in 2016 and continues to expand employment and investment in the community.

Their latest employee count is at 120 full time employees with an average annual salary of \$92,266 as of December 2019. World View is in compliance with, and has actually exceeded, the hiring and wage levels required in the lease agreement approved by the Board of Supervisors in 2016.

World View continues to bring highly talented individuals to Southern Arizona and has aggressive staffing projections for the next three to five years in all areas of the operation.

CHH/anc

Attachment

c: Dr. John Moffatt, Director, Economic Development Office
Patrick Cavanaugh, Deputy Director, Economic Development Office



FOR IMMEDIATE RELEASE

March 3, 2020

World View Stratollite fleet to provide high resolution imagery and data analytics in the Americas



BROOMFIELD, Co. – [World View](#), the stratospheric data and information services company, has announced their plans to build and deploy a fleet of Stratollites, known as World View Orbits, over North and Central America starting this summer.

After a series of successful test and development flights to sharpen vehicle flight and navigation capabilities, World View is in final preparations to offer customers high resolution imagery and associated analytics products from an integrated network of vehicles operating in the stratosphere for a variety of use cases.

Speaking at the [Next-Generation Suborbital Researchers Conference](#) in Broomfield, Colorado, World View President & CEO Ryan Hartman said, “We are excited to be on the cusp of delivering high value services to initial customers in North and Central America. Our Stratollite fleet will begin launching in the summer timeframe, and initial operational capability (IOC) will follow thereafter with a build-up to full fleet operations expected in first half of 2021.”

World View will provide high resolution imagery access at 15cm ground sample distance (GSD) using precision instruments provided by the company’s industry partners and suppliers. Imagery delivery to end users is via the company’s secure data portal on the World View website.

“As we continue our efforts to build out the stratospheric ecosystem, we are utilizing the best the industry has to offer in terms of commercial instrumentation. However, we are also in the process of implementing a custom electro-optical (EO) sensor to provide higher resolution imagery at better than 5cm GSD,” said World View Senior Vice President of Engineering and Manufacturing Dr. Matteo Genna. Dr. Genna added, “The unique ability to safely land and refurbish the Stratollite allows continuous upgrades and enhancements during operational services delivery.”

For more information, please visit [WorldView.space](#) or follow us on Twitter [@WorldViewSpace](#).

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About World View® Enterprises, Inc. & Stratollite

World View is pioneering revolutionary stratospheric capabilities that allow humanity to inspire, create and explore new perspectives for a radically improved future. Its principal innovation, the Stratollite™, offers low-cost, long-duration, persistent high-altitude flight for commercial and government customers. Using advanced stratospheric balloon technology, Stratollite can move to and from desired locations and loiter above them for long durations. The vehicle carries a wide variety of commercial payloads (sensors, telescopes, communications arrays, etc.), launch rapidly on demand and safely return payloads back to Earth after mission completion. Among its wide variety of uses, the Stratollite will help researchers greatly advance knowledge of planet Earth, improve the ability to identify and track severe weather, and assist first responders during natural disasters. To learn more, visit www.WorldView.space.

MEDIA CONTACT

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