

Monday, December 23, 2019



Economy Matters

Brought to you by |
Business Development Board of Martin County

We sincerely hope you and your loved ones enjoy a peaceful and meaningful holiday season filled with rest, reflection and excitement for the year ahead!



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What's New?

Drawing it out

Partner Council kicks off with frank discussion, fresh perspectives of economy's challenges and opportunities

"The curriculum is there but the pipeline is the problem."

"When it comes to youth development, we have to fundamentally change the conversation around the kitchen table."

"Martin County produces doctors and lawyers, but we should also be thinking of creating innovators and disruptors."



Commentary on the challenges and opportunities inherent in key facets of the local economy flowed freely at the inaugural quarterly Partner Council meeting. Nearly 50

of Martin County's most dynamic leaders in the private, public and nonprofit sectors attended for a direct and candid discussion. Joan K. Goodrich, executive director of the BDBMC, outlined three goals in inviting the partners input and involvement:

- Creating a stronger and more vibrant economy
- Sharing the progress made—and work remaining—in enhancing our community's reputation for business friendliness and readiness
- Highlighting our natural placemaking attributes as an ideal location to expand existing businesses and industries while attracting new ones

In addition to initiatives aimed at preparing Martin County young people for apprenticeships, trades, vocations and entrepreneurial endeavors, attendees exchanged ideas on continuing education opportunities for more established employers as a solution for underemployment.

Mention of the construction industry's latest challenge in filling as much 80 percent of its contractors' positions demonstrated just how fertile the economic soil currently is. Strategies for attracting seasoned, skilled employees to local marine, aviation and IT jobs highlighted the opportunities for expansion available to existing employers.

Martin County's natural resources, family friendliness and high quality of life earned its inclusion among only three locations as a spotlighted region by Visit Florida. The state agency produced one-minute videos showcasing local small businesses, underscoring the powerful—and largely untapped—role tourism plays in introducing our community to a broader audience.

Insights on incoming or under-construction public works projects—such as the mobility study being conducted by the Metropolitan Planning Organization and Bridge Road improvements in the Hobe Sound Community Redevelopment Area—provided evidence of the county and municipal governments' commitments to strategic capital investments to benefit both residents and local businesses and industries.

With a great opener now in the books, the Business Development Board of Martin County looks forward to organizing this input and helping advance the discussion at the next Partner Council meeting in March.

Industry Insights



Grunt work: Board members meeting at Hog Technologies shines light on manufacturing juggernaut

Members of the BDBMC Board of Directors enjoyed conducting a board meeting at Hog Technologies in Stuart.

The meeting, which was advertised and open to the public, provided board members a chance to hear from James Crocker, founder, president and CEO of Hog Technologies and get a closer look at his recently expanded 13-acre, 105,000-square-foot manufacturing headquarters operation.

Hog Technologies is a global leader in the design and manufacturing of original vehicles and equipment that remove rubber buildup from airport runways, the plastic striping that comprises the dividing lines on highways and the rumble strips that serve as warning devices on roadsides.

Already employing 160 employees, Crocker aims to add another 100 jobs over the coming years.

As much as 55 percent of his workforce lives in Martin County, Crocker shared, with 35 percent residing in St. Lucie County and the rest from Palm Beach County. Responsive to board members' focus on future workforce readiness, Crocker pledged to launch a program in the new year aimed at discovering and developing talent in local high school graduates.

Take Note . . .

Seizing the day—and reins—of opportunity



Successful small-business owners know the importance of seizing opportunity. Fittingly, that's what the owners/partners of Carpe Diem International Market did in pursuing and winning a \$4,000 grant from the Martin County Business Accelerator Program.

In business for six months with one employee, the Jensen Beach deli, bakery and catering outfit is using the grant for restaurant equipment replacement.

Created through a partnership with the Martin County Board of County Commissioners, City of Stuart, Indian River State College, the Small Business Development Center and Corporate & Community Training Institute, the Business Development Board's Business Accelerator Program offers technical assistance, professional training, business and financial counseling, growth assistance, and grant funding. Its services are available to local for-profit businesses holding a current Martin County business tax receipt

Jesse Salvant, chef and partner, made the winning pitch to the BAP judging panel to receive the grant.

"This program is an absolute for any new small-business owner," said Chef Jesse, "and if they follow the example set in the class by the BAP, the Small Business Development Center, and Corporate & Community Training Institute, they will be successful."

To find out more about the Business Accelerator Program, please call us at (772) 221-1380.

Happy Fact

Martin County's unemployment



rate is 2.7 percent—the lowest since 1990.

Talent + Workforce + Academia



INDIAN RIVER STATE COLLEGE

Vicki Davis, Martin County supervisor of elections, was appointed chairperson of the presidential search committee tasked with finding for Indian River State College a successor to Dr. Edwin Massey, whose term ends Aug. 31, 2020.

Appointed by IRSC's District Board of Trustees, the search committee is comprised of IRSC trustees, foundation board members, faculty, staff, administration, student representatives and community members.

"It's an incredible honor to chair this committee of such distinguished and diverse colleagues," says Davis, a member of the board of trustees. "Dr. Massey has served our college and community with distinction and dedication. His leadership has elevated beyond expectation the caliber of education in our region and across the country, as most recently evidenced when the college was named No. 1 in the nation by the Aspen Institute. We are confident that the quality of applicants who pursue this position will represent some of the best of the best. That will make this awesome responsibility and challenge all the more important, and I'm grateful to share it with such accomplished individuals in their own rights."



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Upcoming Business and Economic Development Events

MARKETING 101

Wednesday, January 15, 2020

3:00 PM – 5:00 PM

Morgade Libray - 5851 SE Community Dr., Stuart, FL 34997

Registration: [Marketing 101 Stuart](#)

Organizer: SCORE Treasure Coast

SCORE is a non-profit resource partner of the Small Business Administration. The Treasure Coast SCORE Chapter has been helping entrepreneurs and business men and women for almost 50 years to start, develop, and expand their businesses. For more information about how they can assist you visit them at treasurecoast.score.org

RESEARCH COAST LEGISLATIVE CONFERENCE - TALLAHASSEE

January 21 - 23, 2019

Join us for the annual Florida's Research Coast Legislative Conference in Tallahassee. This event is hosted by: Indian River County Chamber of Commerce, St. Lucie County Chamber of Commerce and Stuart/Martin County Chamber of Commerce. To register, [visit here.](#)

The Business Development Board of Martin County, a public-private partnership for economic development, is dedicated to championing and strengthening Martin County's economy. The team provides complimentary site selection assistance, business intelligence and market research, community connections, workforce development programs, industry and entrepreneur support and assistance with its investors and partners. To learn more, visit www.bdbmc.org or call 772.221.1380.