



January 15, 2021

Mr. George Stokus, Assistant County Administrator
Martin County Board of County Commissioners
2401 SE Monterey Road
Stuart, FL 34996

RE: 1st Quarter FY 2021 Report – October 1 – December 31, 2020

Dear George,

Attached please find our **1st Quarter Report for FY 2021** and an invoice for economic development services rendered as per our contract with the Martin County Board of County Commissioners (BoCC). Key quarterly highlights include:

- **Announced 3 economic development projects** featuring 2 relocations – Grind Hard Ammo and Tribute Performance Boats – and the expansion of Ebersold Boatworks resulting in the creation-retention of 58 jobs, absorption-creation of 50,900 square feet and more than \$21.825 million in capital investment.
- Fostered the **economic development prospects-leads pipeline to 25** with businesses and developers seeking to invest, start-up, grow, remain or come to Martin County;
- Answered inquiries and **assisted more than 138 local businesses and residents** through the MC Biz Hotline, BDBMC Outbound Call Strategy and 1:1 Visitation Strategy;
- **Hosted the 2020 Martin County Business Awards** event on December 11 and recognized 9 businesses, organizations and leaders including the Martin County Board of County Commissioners, Administration and Staff with the President's Award due your extraordinary efforts and service to the local economy by approving more than 403 grants to local businesses totaling more than \$4.5 million.
- **Completed the "Thrive in 45" Radio Campaign with Coast 101.3 FM** designed to highlight "local business that work" and key jobs of the week which resulted in several locals being hired by the participating businesses and organization including the Martin County Board of County Commissioners;
- Completed the **Fall 2020 Business Accelerator Program**, graduated eight cohorts and awarded \$5,000 in small businesses;
- Conducted the **Martin County Industrial Development Authority Annual Meeting** on December 17, 2021;
- Served on the **County's Selection Committee for RFP 2020-3257** for Economic Development Market Analysis and Post COVID-19 Strategies;
- And published the **4Q 2020 Economic Indicators** report.

Please let me know of any questions and thank you for your partnership.

Sincerely,


Joan K. Goodrich, Executive Director

cc: Carolyn Schmidt



1Q FY 2021 Economic Development Announcements

WELCOME:
GRIND HARD AMMO



 **STUART**

 **20 NEW JOBS**

 **25,000 SQ FT**

 **\$20M INVESTMENT**

BUSINESS DEVELOPMENT BOARD OF MARTIN COUNTY BDBMC.ORG



WELCOME:
**TRIBUTE PERFORMANCE
BOATS**



 **MARTIN COUNTY**

 **35 NEW JOBS**


 **24,900 SQ FT NEW**


 **\$1.825M INVESTMENT**


BUSINESS DEVELOPMENT BOARD OF MARTIN COUNTY BDBMC.ORG




EXPANSION:
**EBERSOLD
BOATWORKS**




 **MARTIN COUNTY**

 **3 JOBS**

 **1,000 SQ FT**

BUSINESS DEVELOPMENT BOARD OF MARTIN COUNTY BDBMC.ORG



1002 SE Monterey Commons Blvd. - Ste. 207
Stuart, FL 34996
772-221.1380 office
www.bdbmc.org

A Stronger Economy is Everyone's Business.

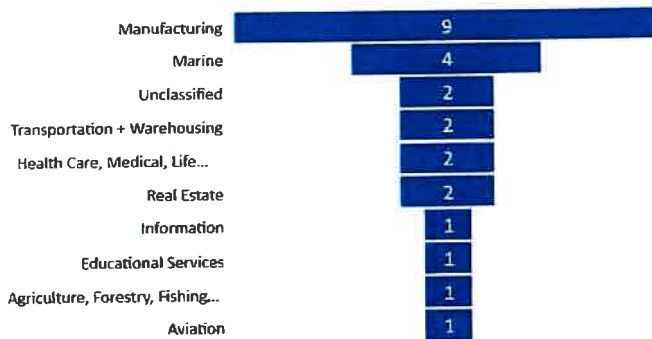


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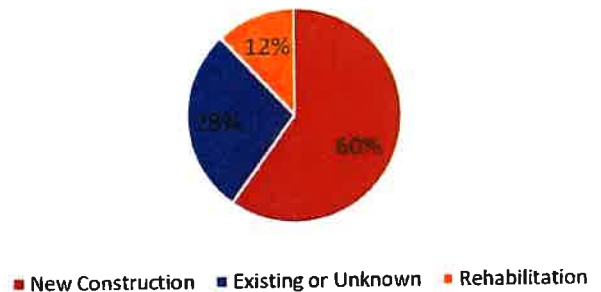
1Q FY 2021 Prospect Log Dashboard



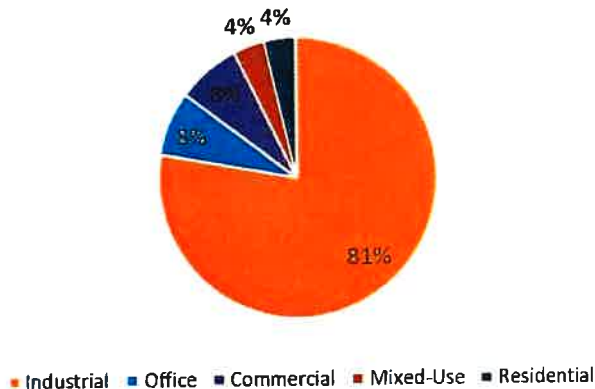
MC Prospects by Industry Sector



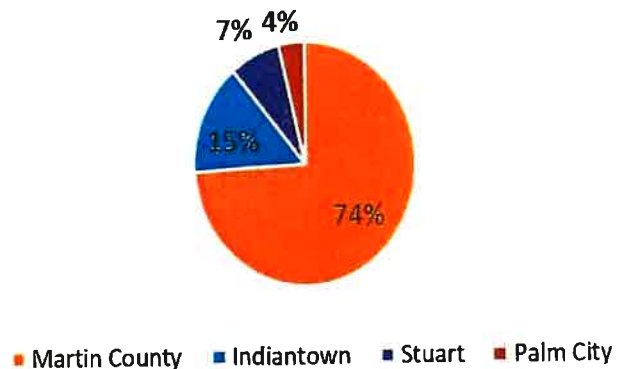
Development Type



Property Type



Prospects by Geographic Interest





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1Q FY 2021 Key Activities and Results Dashboard

3

Economic
Development Project
Announcements

Annual Target: 10
Pipeline: 25

58

Jobs Created -
Retained to
Date

Annual Target: 250
Pipeline: 1,214

50,900

Square Footage
Impacted to
Date

Annual Target: 65,000 SF
Pipeline: 1.47M SF

\$21.8m

Capital
Investment to
Date

Annual Target: \$3 million
Pipeline: \$63.2 million

138

Biz Hotline,
Outbound Calls,
General
Assistance, 1:1
Visits

\$5k

Small Business Grants
Awarded to 3 Local
Business Owners
from Fall 2020
Business Accelerator
Program (BAP)

58

Small Talk Shows,
Stories of Triumph,
E-Newsletters, Thrive
in 45 Radio Spots

Beginning October 1, 2020

48

Social Media Posts
with a Reach of
21,954 and an
Engagement of 3,044

Beginning October 1, 2020

30

Referrals Received
From | Made to
Partners

Beginning October 1, 2020



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FY 2021 Business Plan Status - 1Q FY 2021

#	Strategy	Timing	Notes	Status
1	Provide on-demand services to leads, prospects and clients.	Continuous	Currently the team is working with 25 prospects and leads with a potential job impact of 1,214, SF impact of \$1.47million and possible capital investment of \$63.2 million.	In Process
2	Celebrate 30 Years of Service and honor past and current leaders.	3Q		Not Started
3	Create a brand identity for BDBMC.	3Q		Not Started
4	Produce the annual MC Business Awards and Mid-Year events.	1Q, 3Q	2020 MC Business Awards conducted on 12/11/2020, recognizing 9 companies, organizations and leaders and generating \$21,215 in revenues and costing \$17,775.	Completed
5	Continue to assist local businesses and companies through Survive. Revive. Thrive. COVID-19 Response-Recovery Plan.	Continuous	14-week Thrive in 45 Radio Campaign with Coast 101.3 FM concluded in December. Martin County Government - HR Department participated and featured "Jobs of the Week."	In Process
6	Poll and survey MC owners, managers, executives, and entrepreneurs.	Monthly	2021 Business Outlook Survey planned for January 2021.	In Process
7	Evolve business storytelling and create a gallery of business images.	Continuous		Not Started
8	Begin a digital marketing and social media campaign to promote MC as an emerging business destination.	1Q	Business development campaign and strategy in the works and will be revealed by March 2021.	In Process
9	Develop a strategy with the MC Office of Tourism to attract more meetings and business visitors to MC.	2Q or 3Q	Initial discussion with Tourism team beginning and in process.	In Process
10	Create a medical, healthcare and IT business recruitment strategy.	3Q	In Dec. 2020, BoCC asked BDBMC to evolve strategies to focus on Marine, Energy, Green Tech, Life Sciences, Healthcare, Headquarters and Entrepreneurship.	In Process
11	Host 2 Industry Roundtables.	2Q, 4Q	Planning for IT Roundtable in the works.	In Process
12	Continue the 1:1 Business Visitation Strategy and visit 60 businesses.	Continuous	Total 1:1 visits to date: 16	In Process
13	Fund 2 Business Accelerator Programs (BAP) produced by IRSC and the SBDC.	Continuous	Spring 2021 BAP Program to begin on April 5, 2021. New "Side Hustle" BAP in the works with IRSC, SBDC, Martin County, the City of Stuart, and the NAACP.	In Process
14	Distribute letters to new Business Tax Receipt holders, distribute Small Business Resource Guides, promote and update MC Biz Hub and produce monthly Small Talks.	Continuous	Small Talks conducted on October 21 and November 18, 2020. Small Business Resource Guide being updated in 2Q FY 2021.	In Process

Key: Completed In Process On Hold Behind Initial Schedule Not Started



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FY 2021 Business Plan Status – 1Q FY 2021

#	Strategy	Timing	Notes	Status
15	Recruit new in-area entrepreneurial services and encourage the development of new spaces and places while implementing new entrepreneurship.	Continuous	Recommendations to enhance BDBMC entrepreneurship initiative to be considered by the Board on January 13, 2021.	Completed
16	Conduct 2 talent-workforce development roundtables.	2Q, 4Q		In Process
17	Produce a Summer (or School Break) Bootcamp designed to expand career exploration programming.	1Q, 2Q or 3Q		In Process
18	Form and work with new BDBMC Talent Advancement Team to expand internships, externships and apprenticeships in Martin County while supporting regional workforce readiness activities.	Continuous	BDBMC staff participated in December 3, 2020 monthly regional workforce readiness meeting.	In Process
19	Support and assist the County team in applying for state and federal economic development grants.		Advocacy for DEO Rebuild Florida CDBG Mitigation General Infrastructure Program in 1Q to Governor's Office and DEO.	On Hold
20	Develop an annual Economic Development Legislative Action Plan and advocate for its agenda items including at the local, regional, state and federal levels.	Continuous	Legislative Priorities to be identified for March – May 2021 Legislative Session. BDBMC Board will consider at their January 13, 2021 meeting.	In Process
21	Continue the BDBMC Partner's Council (MC Biz Team).	Bi-Monthly	Partner Council meeting conducted on 11/6/2020. Next meeting January 8, 2021.	In Process
22	Form and convene a strategic meeting with the BDBMC's Past Presidents seeking key insight and strategic thought leadership.	2Q		In Process
23	Fund and participate in the Greater Treasure Coast Partnership (regional EDO) to raise the reputation of the Treasure Coast for business investment.	Quarterly	Joan K. Goodrich current Chair. Post COVID-19 regional talent development and entrepreneurship ecosystem plans in the works.	In Process
24	Advance the BDBMC engagement model and attract more non-County and private sector leaders and funding to support the BDBMC Business Plan and initiatives.	Continuous	To date, \$40,000 has been raised to support the new BDBMC engagement model.	In Process

Key: Completed In Process On Hold Behind Initial Schedule Not Started