



October 7, 2020

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

RE: 4<sup>th</sup> Quarter FY 2020 Report – July 1 – September 30, 2020

Dear George,

Attached please find our 4<sup>th</sup> Quarter Report for FY 2020 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:

- Grew the economic development prospects-leads pipeline to 27 with businesses seeking to start-up, grow, remain in or come to Martin County;
- Answered inquiries and assisted more than 160 local businesses and residents through the MC Biz Hotline, BDBMC Outbound Call Strategy and 1:1 Visitation Strategy;
- Produced three Small Talks and distributed three Stories of Triumph and six UEL e-newsletters;
- Released the “We’re Ready Martin County” Visual Series featuring 18 local businesses and designed to help build local consumer confidence;
- Implemented the “Jobs on the Ballot” Voter Education Campaign, in conjunction with Economic Partners, which resulted in the reauthorization by voters of the Economic Development Ad Valorem Tax Exemption for the next 10 years;
- Launched the Fall 2020 Business Accelerator Program with 11 local business owners;
- Conducted a Marine Industry Roundtable with the Marine Industries Association of the Treasure Coast
- Produced “The Future of Work + Learning” Talent and Workforce Development Roundtable with partners at IRSC Chastain Campus; and
- Launched “Thrive in 45” a new daily radio segment with Coast 101.3 FM to highlight “local business that work.”

Also, thank you for what the Martin County team is doing to support local businesses through the Martin County Business Renewal Grant Program. The program is making a positive difference and business owners obtaining grants are very appreciative too.

Yours in partnership,

  
Joan K. Goodrich, Executive Director

cc: Dura Loving, Contract Compliance Specialist



# Martin County | Florida Economic Development Partnership

## FY 2020 Performance Report – July - September 2020

### ANNOUNCED PROJECTS

Economic Development (ED) Projects

	Y-T-D Totals	Annual Goal
Number of Projects	5	15
Square Feet	95,311	100,000
Number of Jobs	48	450
Capital Investment	\$4.935 Million	\$5 Million

No projects announced in the 4Q.

### PROSPECTS – LEADS ACTIVITY

As of September 30, 2020, the BDBMC staff team is working with **27 prospects** with the potential to create and retain 1,095 jobs, impact 1.4 million sq. feet of commercial-industrial-office-flex space and generate more than \$86.2 million in capital investment in Martin County.

#### Active Prospect Highlights

**Relocation:** Aviation-Aerospace Manufacturer, 70,000 SF New Construction, \$7M Capital Investment, 100 New Jobs, Competition: Dallas, TX

**Relocation:** Ammunition Manufacturer, 25,000 SF Existing, \$4M Capital Investment, 20 new jobs

**Expansion:** CNC Manufacturer, 18,000 SF New Construction, \$2M Capital Investment

### COVID-19 BUSINESS SUPPORT AND ASSISTANCE

During this quarter, the BDBMC continued to provide service to local businesses and their employees as businesses continued to adapt business models and re-open following CDC guidelines. 2 new initiatives were launched including “We’re Ready Martin County” video series and “Thrive in 45” in partnerships with Coast 101.3 FM. See attached for briefing sheets.

### BIZ HOTLINE – HUB – CALL STRATEGY

#### GENERAL ASSISTANCE INQUIRIES

160  
calls assisted

#### STORIES OF TRIUMPH

3  
stories featuring  
Project Lift, My  
Money Stays Local  
and House of Hope

### SMALL TALKS

The BDBMC produced three **Small Talks** (an online series to support local business owners and executives with their tactical and strategic decisions) during the 4Q featuring subject matter experts Beth Gaskin, Marcelo Dossantos, George Stokus, Nerissa Okyie, Rod Davis and Joe Catrambone.





# Martin County | Florida Economic Development Partnership

## FY 2020 Performance Report – July - September 2020

### PR - COMMUNICATIONS



Special Announcement: Friday, July 24, 2020

United Economic Leadership

Project to Policy

Business Development Board of Martin County

"If you want to succeed, you should accept that your path may not be the most popular path, but the one that will lead to your success."  
-John D. Rockefeller

#### Martin County Announces Business Renewal Program

The COVID-19 crisis forced the Martin County business community to confront immediate challenges.

The goal of the new Martin County Business Renewal Program is to provide grant funds to assist small businesses that rely on the jobs of the pandemic.

The Business Renewal Program has been successful in providing 100% of the cost of the program to small businesses.



Issued 6 *United Economic Leadership* e-newsletters highlighting economic stories and resources for businesses and one special edition announcing Martin County's Business Renewal Program which was launched in August 2020.

### BUSINESS ASSISTANCE - ENTREPRENEURSHIP



Small Business Resources Mailed to Business Tax Receipt Holders  
4Q: 215 YTD: 749  
Annual Goal: 1,000



The Martin County Fall 2020 BAP Program began on September 28, 2020 with 11 business owners in the cohort. The program will culminate with the Pitch Event on November 30, 2020.

4Q Website Users, Sessions, Page Views



4th Quarter Social Media (Facebook)

Posts: 130  
Followers: 2,465  
Reach: 59,246  
Engagements: 5,987



### INDUSTRY RETENTION-EXPANSION

Local Business Visits



Industry Roundtables



Goal: 2  
To Date: 2

4Q On-site or Virtual Visits: Applied Concepts, Atlantic Aviation, Cassidy's Ice, C+W Technologies, Coast 101.3 FM, Construction Journal, GyroGale Stabilizers, Jensen Beach Bowling, NextGen, NOTES Wine Bar, RIA, Seatorque Control, SEPCO, Stuart Recycling, Yacht Watchman

Marine Industry Roundtable conducted on 9/10/2020 in conjunction with the Marine Industries Association of the Treasure Coast.

### BUSINESS DEVELOPMENT-MARKETING



Number of Quarterly Users: 41  
Number of Users to Date: 281



# Martin County | Florida Economic Development Partnership

## FY 2020 Performance Report – July - September 2020

### TALENT – WORKFORCE DEVELOPMENT

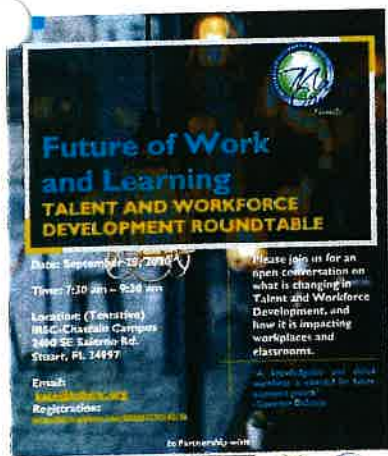
#### Local Workforce Readiness Activities

BDBMC staff participated in virtual regional workforce readiness committee meetings on July 9, August 6 and September 10, 2020.

#### Workforce Roundtables



Goal: 2  
To Date: 1

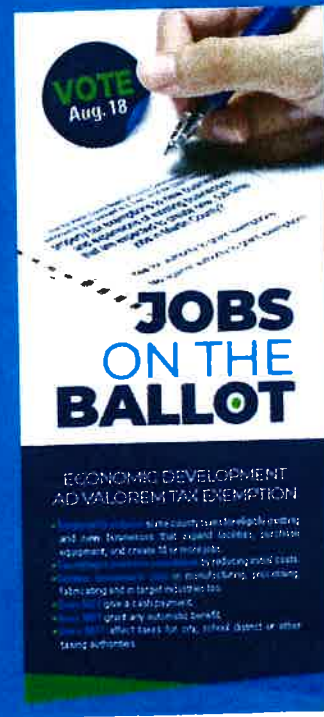


The Future of Work + Learning Talent and Workforce Development Roundtable (In-Person and Live Streamed) was conducted on Friday, September 25, 2020 at IRSC Chastain Campus.

### 4Q SPECIAL PROJECT VOTER REFERENDUM EDUCATION CAMPAIGN

#### Economic Development Ad Valorem Tax Exemption Reauthorization

The Business Development Board of Martin County engaged in a multi-faceted education campaign, during the 4Q and with its partners, to inform Martin County voters about the above Referendum item placed on the August 18 primary ballot by the Board of County Commissioners. The campaign entitled "Jobs on the Ballot" also led to the organization's new tag line: A Stronger Economy is Everyone's Business. A final summary report is attached.



### MARTIN COUNTY LABOR STATISTICS (As of August 2020)

Unemployment Rate: 5.5%  
Out of Work Martin Countians: 3,977  
Labor Force: 68,954



# Martin County | Florida Economic Development Partnership

## FY 2020 Business Plan Status - July - September 2020

#	Strategy	Timing	Notes	Status
1	Conduct strategic communications and publish <i>Economy Matters</i> , general business stories, social media	On-Going	See Performance Report for details during 4Q.	Completed
2	Launch and maintain new website	1Q	New Martin County BizHub established on BDBMC website.	Completed
3	Provide on-demand services to leads, prospects, clients	On-Going	The BDBMC estimates more than 160 touchpoints in 4Q including those needing assistance during COVID-19.	Completed
4	Conduct Economic Impact analysis for incentive applications	On-Going	No analysis conducted to date.	Not Started
5	Create and launch new Investor engagement model	2Q	During 4Q, investor commitments made by the City of Stuart, FPL, Bank of America, IRSC and American Stairs totaling \$41,000.	Completed
6	Attend 2 Outbound Sales Missions with Florida Research Coast Coalition	1Q, 3Q	Attended Chicago Sales Mission, October 6 - 9, 2019; While all travel suspended due to COVID-19, the BDBMC is participating in virtual webinars with Site Selectors as offered.	Completed
7	Attend EFI Stakeholder-Board Meetings and Participate in EFI Calls	1Q, 2Q, 3Q	Attended 1 EFI Virtual Board Meeting on September 30, 2020 during 4Q.	Completed
8	Assist CRA Team to attract-expand business investments	1Q	Co-hosted Commercial Real Estate (CRE)-Banking-Finance Roundtable promoting CRA assets on January 30, 2020.	Completed
9	Promote Opportunity Zones	On-Going	Opportunity Zones and properties highlighted on BDBMC's Zoom Prospector at bdbmc.org	Completed
10	Create a Martin County Talent-Workforce-Education Brochure	2Q	Asset mapping occurred during 2Q with brochure on hold due to COVID-19 and will be completed in the new fiscal year.	On Hold
11	Create a new Martin County (Re)Development Brochure	1Q	Published "Breaking New Ground Brochure for Chicago Sales Trip	Completed
12	Host 2 Industry Roundtables	1Q, 3Q	A marine industry roundtable was conducted in the 4Q with the Marine Industries Association of the Treasure Coast on 9/10/2020.	Completed
13	Visit 50 local business and companies to gauge outlooks	On-Going	1:1 Visitation Strategy: 15 visits were conducted in the 4Q for a total of 34 for the year.	Completed
14	Attend industry association meetings - manufacturing, marine and builders	On-Going	Attended meetings with the marine industries and the builders association.	Completed
15	Produce annual Business Awards + State of the Economy Event	1Q	Event conducted with 260 in attendance and \$26,000 in revenues.	Completed

Key: Green Completed Blue In Process Yellow On Hold Red Behind Initial Schedule White Not Started

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# Martin County | Florida Economic Development Partnership

## FY 2020 Business Plan Status – July - September 2020

#	Strategy	Timing	Notes	Status
16	Produce 3 BAP programs with IRSC and SBDC	1Q, 2Q, 3Q	The Fall 2020 BAP Program began on 9/28/2020 with 11 business owners in the cohort. 2 BAP's hosted in FY 2020.	Completed
17	Conduct annual online business survey	2Q	COVID-19 Biz Survey conducted during week of April 27, 2020 with 203 respondents.	Completed
18	Distribute Small Business Resource Guide to more than 1,000 businesses	Monthly	To date, 749 guides-letters have been mailed to new BTR holders. Guide copy updated in 4Q with printing to occur in the new fiscal year.	Completed
19	Produce an entrepreneurial ecosystem paper	3Q	Paper drafted and interviews with subject matter experts continued during 4Q. New release date: November 2020	In Process
20	Participate in regional workforce readiness activities	On-going	Attended 3 virtual regional Workforce Readiness Committee meetings during 4Q.	Completed
21	Sponsor the Treasure Coast Skills Gap 2.0 Study	1Q	BDBMC sponsored and distributed the final Skills Gap 2.0 Study in January 2020 to key community, business and civic leaders.	Completed
22	Enact new MOUs with IRSC and CareerSource Research Coast	2Q	New MOU finalized during the 4Q with IRSC.	In Process
23	Conduct 2 workforce development roundtables	2Q, 4Q	The Future of Work + Learning Talent and Workforce Development Roundtable conducted on 9/25/2020.	Completed
24	Participate in local activities to promote workforce development	On-Going	Launched "Thrive in 45" a new daily radio segment on Coast 101.3 FM to highlight "local jobs that work."	Completed
25	Support and assist County with state-federal grants, as needed	On-Going	Provided support letters for 5 Martin County projects seeking State Grants during 4Q.	Completed
26	With partners, develop a business case for reenacting of Property Tax Abatement Tool	4Q	"Jobs on the Ballot" campaign with partners resulted in the reauthorization of the program for 10 years with an approval vote of 63%.	Completed
27	Review and make recommendations for Martin County Toolkit	2Q	BDBMC continues research and discussions with County about updates to Toolkit.	In Process
28	With partners, create a business case for a new in-area industry training center	2Q	On hold.	On Hold
29	Publish Martin County's Key Indicators to Watch	2Q, 4Q	Commercial and Residential Real Estate Indicators were reviewed and discussed in 4Q.	Completed
30	Form a new Partner's Council	Quarterly	3 Economic Partner Council calls conducted during 4Q.	Completed

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



# Martin County | Florida Economic Development Partnership

## FY 2020 Survive. Revive. Thrive. Response-Recovery Plan Status

#	Strategy	Timing	Notes	Status
1	Promote Martin County Biz Team and Hotline	Survive 4/1 - 5/31/2020	160 calls for assistance provided during 4Q period.	Completed
2	Establish Martin County Biz Hub @ bdbmc.org	Survive 4/1 - 5/31/2020	Established and being maintained daily.	Completed
3	Initiate an Outbound Call Strategy to local businesses, top employers and others	Survive 4/1 - 5/31/2020	4Q calls continued to focus on existing businesses (1:1 strategy), top employers, and partner referrals.	In Process
4	Introduce Small Talk, a new online series to support businesses with tactical and strategic decisions	Survive 4/1 - 5/31/2020	3 shows produced during 4Q	Completed
5	Weekly economic partner calls	Survive 4/1 - 5/31/2020	Partner calls in the 4Q changed to monthly occurrence as more partners returned to offices and regular activities.	Completed
6	Weekly United Economic Leadership e-newsletter	Survive 4/1 - 5/31/2020	6 issues published plus one special edition on "Martin County Business Renewal Grant Program"	Completed
7	Publish Stories of Triumph	Survive 4/1 - 5/31/2020	3 stories published during 4Q including several reissued by local media.	Completed
8	Martin County COVID-19 Biz Survey	Survive 4/1 - 5/31/2020	Conducted with results published in 3Q.	Completed
9	Expand the City of Stuart's We're Ready Visual Campaign countywide	Revive 6/1 - 12/1/2020	Series launched in August and featured 18 local businesses.	Completed
10	Identify suppliers and sources for PPE	Revive 6/1 - 12/1/2020	List published at MC Biz Hub - We're Ready @ bdbmc.org	Completed
11	Support and advocate for the reestablishment of daycare system and summer camps	Revive 6/1 - 12/1/2020	During 3Q, surveyed Martin County's 24 private daycare providers and advocated to the BoCC the importance of public facilities for summer camps.	Completed
12	Start and support a new MC Small Business blog	Revive 6/1 - 12/1/2020		Not Started
13	Work with economic partners to promote a reimagined MC Local effort	Revive 6/1 - 12/1/2020	Helped to promote Stuart Main Street's Downtown Dollars program in 4Q.	In Process
14	Formulate and implement the "Give Us 5" Initiative	Revive 6/1 - 12/1/2020	MC professionals to donate time and talents for area micro-small businesses.	Not Started

Key: Green Completed Blue In Process Yellow On Hold Red Behind Initial Schedule White: Not Started.

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