



October 15, 2021

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

RE: 4th Quarter FY 2021 Report – July 1 – September 30, 2021

Dear George,

Attached please find our **4th Quarter Report for FY 2021** and an invoice for economic development services rendered as per our contract. Key quarterly highlights include:

- Announced **2 economic development projects** – the expansion of **Grind Hard Ammunition** in Martin County planning a new manufacturing facility in the Village of Indiantown and the expansion of **Division 5 Labs, Inc.** a pharmaceutical products and medical devices manufacturer to the Village of Indiantown.
- Assisted the **economic development prospects-leads pipeline comprised of 36** businesses and developers seeking to invest, start-up, grow, remain, or come to Martin County.
- Answered inquiries and **assisted more than 111 local businesses and residents** through the MC Biz Hotline, BDBMC Outbound Call Strategy, Online Searches and 1:1 Visitation Strategy.
- Produced the **2021 TCBA-Project Lift Bootcamp Video** to tout this new MC talent pipeline activity.
- Served on the **Advisory Team** for Martin County's COVID-19 Economic Study.
- Recruited and named **Jaymie Sardo** as **Economic Development Coordinator** to the BDBMC team.
- Launched the BDBMC's new **Talent Advancement Team**, chaired by Tammy Matthew, Bank of America designed to facilitate new conversations and solutions for Martin County's talent-workforce issues.
- Approved a \$25,000 expense to join the new **Regional "Changing Hearts and Minds" Talent Initiative and Advertising Campaign** to expand the talent pipeline for manufacturing and skill trades.
- Issued the **3Q 2021 By-the-Numbers Economic Indicators Report** for Martin County.
- Planned proclamation events with the Board of County Commissioners, the City of Stuart, and the Village of Indiantown for **Manufacturing Month** in October.
- Began planning for the **2021 Martin County Business Awards** on Friday, November 5, 2021.
- **Appointed William 'David' Snyder**, Evergreen Private Care as a new BDBMC At-Large Director, **Reappointed Jeff Leslie**, Leslie Venture as an At-Large Director and elected the following leaders as **Officers for FY 2022**: Jeff Leslie, President of the Board; Eric Kiehn (C&W Technology), President-Elect; Patrick Gleason (State Insurance Group), Secretary; and Tommy Bueno, SkyBlue Aviation, Treasurer.

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

Sincerely,

Joan K. Goodrich, Executive Director

cc: Carolyn Schmidt

**EXPANSION:
GRIND HARD
AMMUNITION**



 INDIANTOWN

 140 NEW JOBS

 50,000 SQ FT

 \$8 MILLION



**RELOCATION:
DIVISION 5 LABS,
INC.**



 INDIANTOWN

 70 NEW JOBS

 20,000 SQ FT

 \$4 MILLION





Martin County | Florida Economic Development Partnership

4Q FY 2021 and Y-T-D Key Activities + Results Dashboard

8

Economic
Development Project
Announcements

Annual Target: 10
Pipeline: 36

292

Jobs Created -
Retained to
Date

Annual Target: 250
Pipeline: 1,871

133,246

Square Footage
Impacted to
Date

Annual Target: 65,000 SF
Pipeline: 3.17M SF

\$35.1m

Capital
Investment to
Date

Annual Target: \$3 million
Pipeline: \$528.4 million

573

Biz Hotline,
Outbound Calls,
Online Searches and
General Assistance

Beginning 10/1/2020

51

1:1 Visitation
Strategy
*(Business Retention +
Expansion)*

Annual Target: 60

80

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

Beginning 10/1/2020

123

Social Media Posts
with a Reach of
75,352 and an
Engagement of 8,444

10/1/2020 – 9/30/2021

78

Referrals Received
From | Made to
Partners

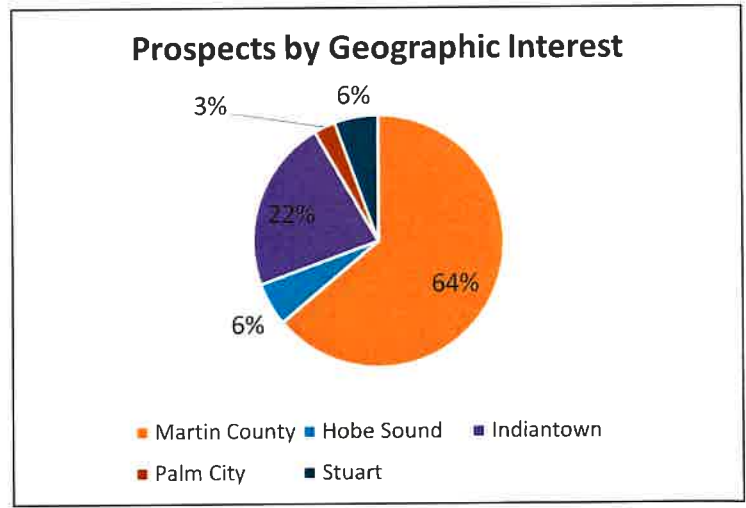
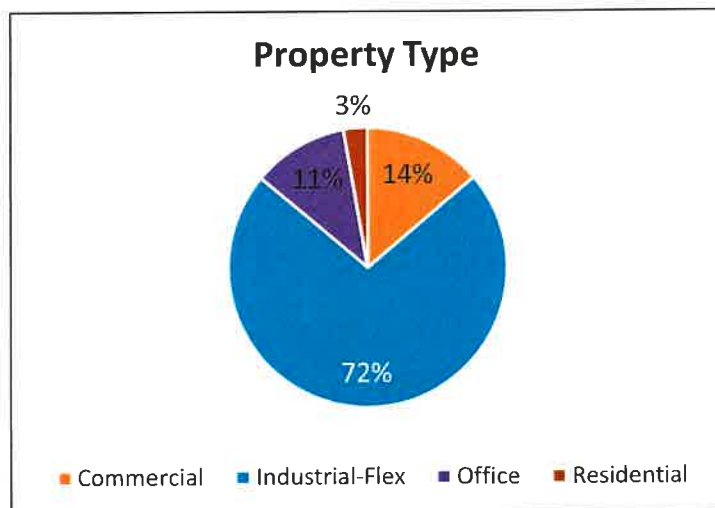
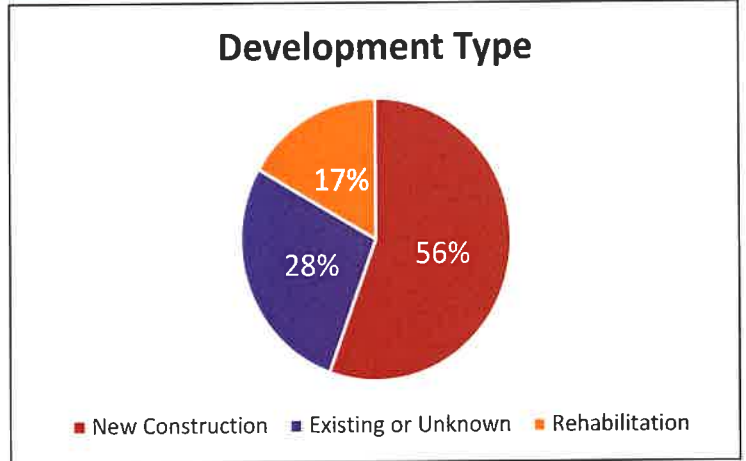
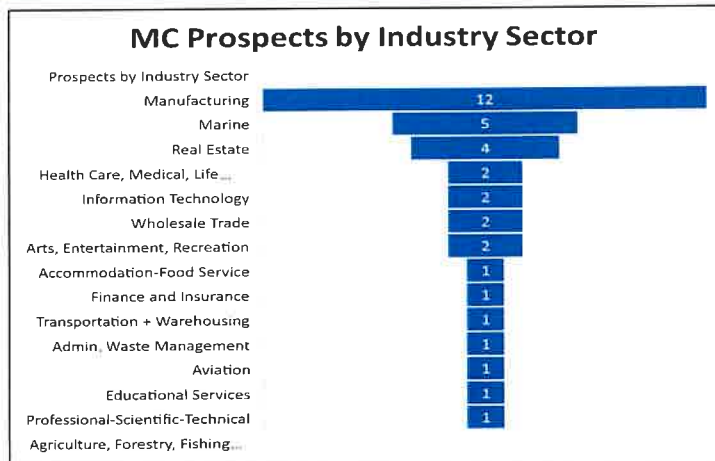
Beginning 10/1/2020



Martin County | Florida Economic Development Partnership

4Q FY 2021 Prospect Log Dashboard

<h3 style="font-size: 2em; margin: 0;">36</h3> <p style="font-size: 1.2em; margin: 0;">Economic Development Prospects</p> <p style="font-size: 1.1em; margin: 0;">Annual Target: 10</p>	<h3 style="font-size: 2em; margin: 0;">1,871</h3> <p style="font-size: 1.2em; margin: 0;">Potential Job Impact</p> <p style="font-size: 1.1em; margin: 0;">Annual Target: 250</p>	<h3 style="font-size: 2em; margin: 0;">3.17m</h3> <p style="font-size: 1.2em; margin: 0;">Potential Square Footage Impact</p> <p style="font-size: 1.1em; margin: 0;">Annual Target: 65,000 SF</p>	<h3 style="font-size: 2em; margin: 0;">\$528.4m</h3> <p style="font-size: 1.2em; margin: 0;">Possible Capital Investment Impact</p> <p style="font-size: 1.1em; margin: 0;">Annual Target: \$3 million</p>
---	---	--	--





Martin County | Florida Economic Development Partnership

4Q FY 2021 Business Plan Status Report

#	Strategy	Timing	Notes	Status
1	Provide on-demand services to leads, prospects and clients.	Continuous	Announced 2 economic development projects in September – Grind Hard Ammo II and Division 5 Labs. Additionally, the team is working with 36 prospects and leads with a potential job impact of 1,871, SF impact of 3.17 million and possible capital investment of \$528.4 million.	Completed
2	Celebrate 30 Years of Service and honor past and current leaders.	3Q	To be incorporated into the 2021 MC Business Awards event scheduled for November 5, 2021 – Save the Date!	Completed
3	Create a brand identity for BDBMC.	3Q	New logo for <i>Martinomics</i> , Distinctive. By Design. Martin County FL and the BDBMC created.	Completed
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	Regional Access to Capital Summit planned for October 7, 2021. BDBMC Serving on TCRPC Covid-19 Response-Recovery Task Force.	Completed
6	Poll and survey MC owners, managers, executives, and entrepreneurs.	Monthly	Helping to distribute-promote Chamber-Marine Industries Association Skills Gap – Talent Surveys.	Completed
7	Evolve business storytelling and create a gallery of business images.	Continuous	New CEO interviews incorporated into monthly BDBMC e-newsletters.	Completed
8	Begin a digital marketing and social media campaign to promote MC as an emerging business destination.	1Q	Website updates underway including the integration of GIS WebTech products such as Recruit, ESRI, Workforce and Virtual Tours.	Completed
9	Develop a strategy with the MC Office of Tourism to attract more meetings and business visitors to MC.	2Q or 3Q	Continue to explore joint activities with MCOOT including application to EFI to host future Board-Stakeholder meeting in MC.	In Process
10	Create a medical, healthcare and IT business recruitment strategy.	3Q	Interviews being conducted with aviation-aerospace leaders to prepare for first <i>Martinomics</i> TV Show to premiere in 1Q FY 2022.	Completed
11	Host 2 Industry Roundtables.	2Q, 4Q	Participated in regional Marine Industry Roundtable on 6/22/2021 bringing the total to 2.	Completed
12	Continue the 1:1 Business Visitation Strategy and visit 60 businesses.	Continuous	10 local businesses received 1:1 visits during September for a total of 51 1:1 visits YTD. The pandemic has had a negative impact on face-to-face visits which is the preferred method of relationship building for this program.	In Process
13	Fund 2 Business Accelerator Programs (BAP) produced by IRSC and the SBDC.	Continuous	2 BAP Cohort completed. Spring 2021 BAP graduated on 6/23/2021 and the inaugural "Side Hustle to Main Gig" cohort graduated on 6/15/2021.	Completed

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



Martin County | Florida Economic Development Partnership

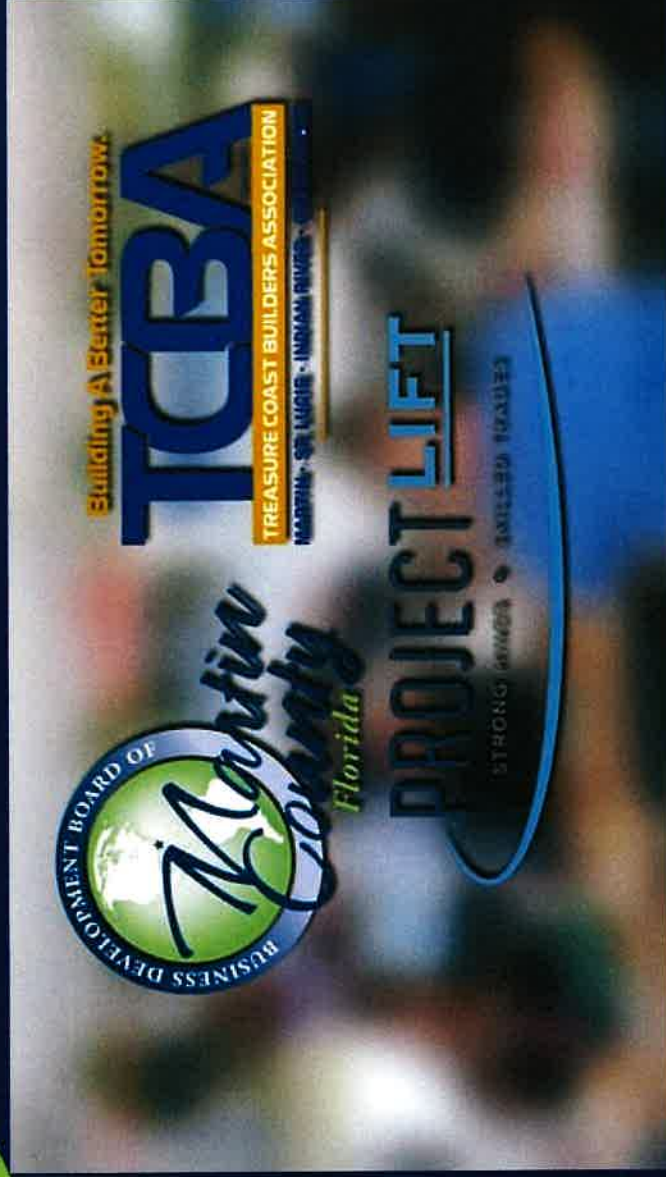
4Q FY 2021 Business Plan Status Report

#	Strategy	Timing	Notes	Status
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	Business Resource Guide project to be assigned to new EDC. More than 111 local businesses and residents assisted in September 2021.	Completed
15	Recruit new in-area entrepreneurial services and encourage the development of new spaces and places while implementing new entrepreneurship.	Continuous		In Process
16	Conduct 2 talent-workforce development roundtables.	2Q, 4Q	Talent Advancement Team launched in September with Chair Tammy Matthew, Bank of America comprises of public, private, non-profit, education leaders and has a roundtable component to all meetings.	Completed
17	Produce a Summer (or School Break) Bootcamp designed to expand career exploration programming.	1Q, 2Q or 3Q	BDBMC promoted and filmed TCBA Summer Bootcamp held June 7 – 11, 2021 at Project Lift in Palm City. Video released.	Completed
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	First meeting conducted on September 20, 2021 with 19 participants.	Completed
19	Support and assist the County team in applying for state and federal economic development grants.			Completed
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	BDBMC Board approved initial Legislative Priorities at their January 13, 2021 meeting.	Completed
21	Continue the BDBMC Partner's Council (MC Biz Team).	Bi-Monthly	Conducted Partner Council Meeting on Thursday, August 20, 2021 @ 8:30 a.m., IRSC Chastain Campus. Next meeting: 12/3/2021.	Completed
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	Working with partners to fund a regional campaign to advance the Manufacturing and Skilled Trades Workforce Pipeline Initiative led by IRSC and CBS Channel 12.	Completed
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, \$45,000 has been raised to support the new BDBMC engagement model. FPL, Bank of America, City of Stuart and IRSC recently recommitted for FY 2022.	Completed

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

HOBE SOUND | HUTCHINSON ISLAND | JENSEN BEACH | MARTIN COUNTY | PALM CITY | SEWALL'S POINT | STUART | VILLAGE OF INDIANTOWN

TEAM REPORTS – TALENT & WORKFORCE



TCBA Bootcamp 2021 | June 7 – 11, 2021
22 Youth Ages 18 – 21 | “Signing Day” on Friday

Labor Force ¹			
	Labor Force July 2021	Labor Force July 2020	% Change
Martin County	78,269	71,963	8%
St. Lucie County	156,060	146,158	6%
Florida (Millions)	10.5	10.1	4%

Commercial Real Estate Vacancy ⁴			
	Vacancy Rate %	Vacancy Rate %	% Change
	3Q 2021	3Q 2020	
Office - East Inland	8.4 0	7.8 0	8% 0%
Industrial - East Inland	3.3 0	3.8 12.5	-13% 0%
Retail - East Inland	5.4 0	4.4 0	23% 0%

Employment ¹			
	Employment July 2021	Employment July 2020	% Change
Martin County	75,054	65,672	14.30%
St. Lucie County	147,567	129,853	13.60%
Florida (Millions)	9.9	8.9	11.20%

Commercial Real Estate Rates ⁴			
	Avg. Lease Rates \$ SF	Avg. Lease Rates \$ SF	% Change
	3Q 2021	3Q 2020	
Office - East Inland	20.92 14.89	20.43 14.49	2.4% 3%
Industrial - East Inland	12.51 10.15	11.86 9.54	5.5% 6.4%
Retail - East Inland	18.77 19.58	18.23 19.14	3% 2.3%

Unemployment Rate ¹			
	Unemploy July 2021	Unemploy July 2021	% Change
Martin County	4.1	8.7	-53%
St. Lucie County	5.4	11.2	-52%
FL (Millions)	5.1	11.5	-56%

Residential Real Estate - Single Family ⁵			
	7/1/2021	44013	% Change
Closed Sales	256	280	-8.60%
Active Inventory	305	670	-54.50%
Dollar Volume	\$173.9 M	\$177.6 M	-2.10%
Median Sales Price	\$475,500	\$407,500	16.70%
Months Supply	1.2	3.4	-64.70%

Consumer Spending (Millions) ²			
	Consumer Spending June 2021	Consumer Spending July 2020	% Change
Gross Sales	785.1	681.3	15.20%
Taxable Sales	376.4	310.5	21.20%
Total Sales Tax Collected	22.6	18.8	20.20%

Residential Real Estate - Townhome Condo ⁵			
	1-Jul	1-Jul	% Change
Closed Sales	110	101	8.90%
Active Inventory	131	364	-64.00%
Dollar Volume	\$29.4 M	\$21.3 M	38.20%
Median Sales Price	\$212,000	\$180,000	17.80%
Months Supply	1.1	4.2	-73.80%

Tourism ³			
	Tourism July 2021	Tourism July 2020	% Change
Rooms Sold	36,823	24,717	48.90%
Occupancy Rate	74.40%	50%	48.80%
Average Daily Rate	149.59	109.29	36.90%
Bed Tax \$	\$399,281	\$194,993	105.00%

1. Florida Department of Economic Opportunity 2. Florida Department of Revenue 3. Martin County Office of Tourism and Marketing 4. CoStar 5. Florida Realtors

BDBMC PRESENTS:

2021 MARTIN COUNTY BUSINESS AWARDS



2020 Business Award Recipients

FRIDAY, NOVEMBER 5, 2021

11:30 AM - 1:30 PM

Hutchinson Shores Resort & Spa
Jensen Beach, FL



**CELEBRATE THE BEST
OF LOCAL BUSINESS**

www.bdbmc.org

New Business | Small Business | Business Expansion | Headquarters
Non-Profit | Business of the Year | Entrepreneur of the Year
Charlene Hoag Leadership Award



Get Seats through Sponsorship or Tickets at www.bdbmc.org

Questions? Call Lynn Smith at 772-221-1380.

2021 MARTIN COUNTY BUSINESS AWARD RECIPIENTS



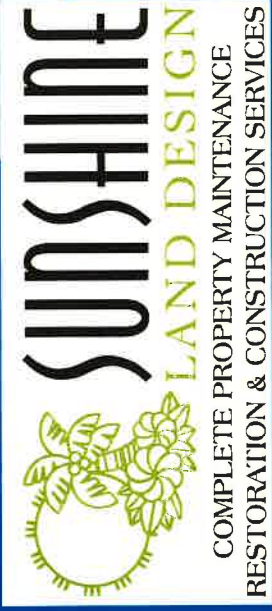
New Business
of the Year



Non-Profit of
the Year



Small Business
of the Year



Business of the Year



Business Expansion
of the Year



Headquarters
of the Year



Entrepreneur of the Year
Brian O'Connor
AirBurners