



**BUSINESS
DEVELOPMENT BOARD**
MARTIN COUNTY | FLORIDA

A Stronger Economy is Everyone's Business.

A SPECIAL INVITATION . . .

Now's the Time to Join the BDB and
Support Economic Development in Martin County, FL

BDB Overview

- 501(c)6 not-for-profit economic development corporation
- Martin County's official economic development organization
 - Recognized Enterprise Florida partner and stakeholder
 - Public-private partnership



Founded in 1991



15 Directors, 4 Staff



**10-Year Contract
with BoCC**



**Recruiting Leaders +
Economic Champions**



**Raising \$160,000+
by April 1**

The Challenge

- Lack of Understanding Martin County is Open for Business
- Inadequate Resources vs. Competitors
- Scaling “Grow Our Own” Approach and Services





The Solution

- Thought Leaders as Economic Champions and Investors
- “Now’s the Time” Business Recruitment Campaign
- New-Enhanced Programs with Partners and Investors

Why Leaders Support the BDB



**Raise
Collective
Voice and
Solve Key
Issues**



**Gain
Valuable
Industry -
Policy
Insights**



**Grow
Networks
and New
Partnerships**



**Receive
Recognition
as a Top
Economic -
Community
Leader**



**Build a
Stronger,
More
Resilient
Economy**

*"Rising Tides
Lifts all Boats"*

New BDB Engagement Model

Leadership and Engagement Level	Ambassador	Entrepreneur	Corporate	Leadership	CEO
Annual Contribution	\$1,000	\$2,500	\$5,000	\$10,000	\$25,000
Leadership Profile	Economic Champions	Entrepreneurs, Capital Leaders, Service Providers	Industry Leaders	Top Public-Private-Non-Profit-Next Generation Leaders	Area CEOs, Founders and Regional Market Leaders
Opportunity to Serve and Provide Input	Champions Corps	Entrepreneur Council	Corporate Council	Competitiveness Council	CEO Council
Council Focus	Builds MC's economic development knowledge and understanding	Improves MC's start-up scene and business assistance approach	Guides industry development and business expansion-retention	Improves MC's business climate and economic competitiveness	Drives business recruitment and stewards MC's business reputation

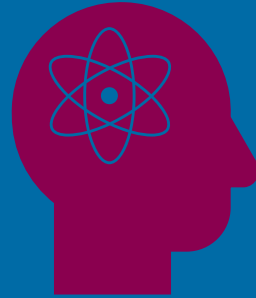
Valued Investor Benefits



**Company
and Leader
Profiles and
Spotlights**



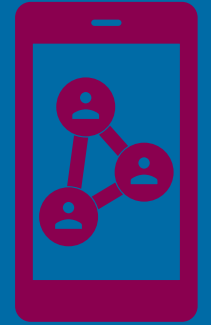
**Sponsorships
and Tickets
for “Investor
Only” and
BDB
Signature
Events**



**‘First to
Know’
News and
Research**



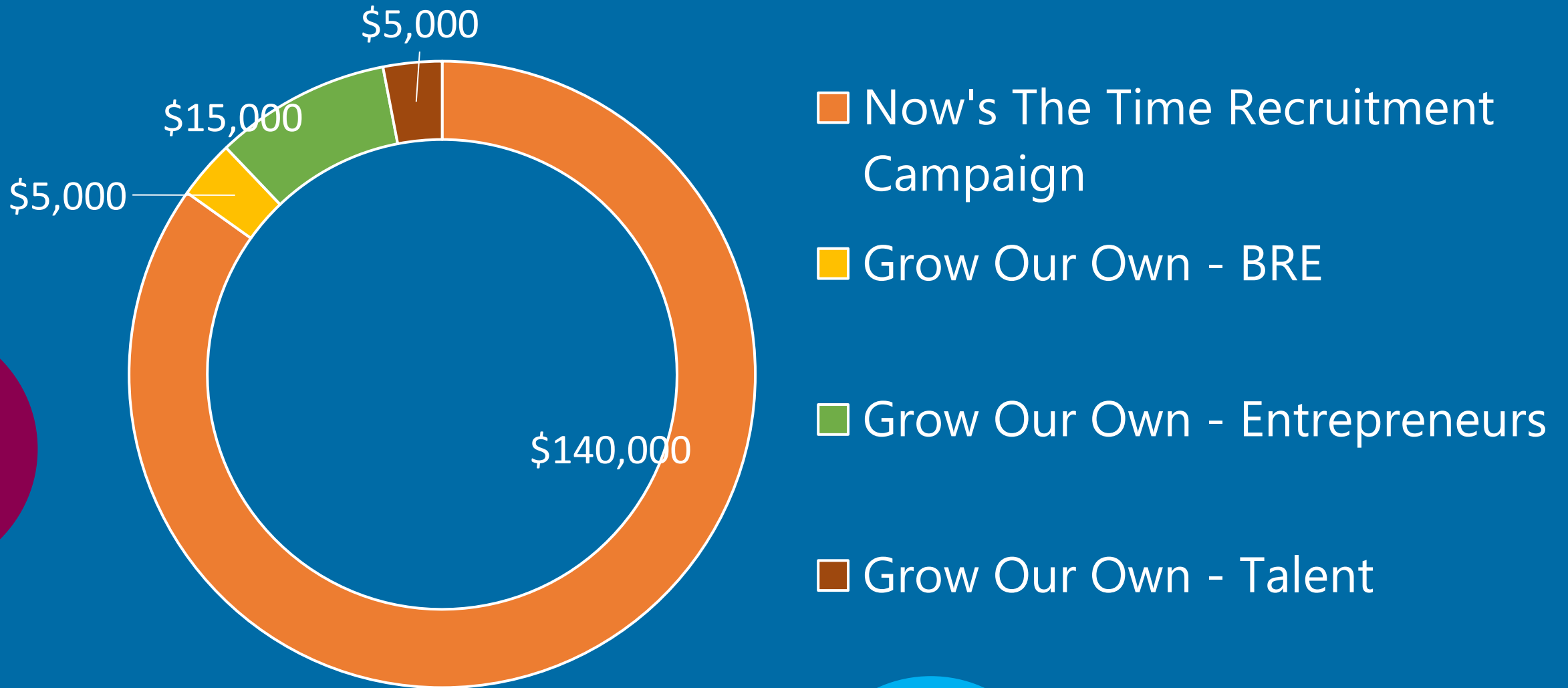
**Access to
Elected
Officials and
Area CEOs,
Owners, and
Entrepreneurs**



**PR, Digital
Marketing,
Social Media
Exposure and
Connections**

For a full list of benefits, visit bdbmc.org

Use of New Funds



Today's Investors



Leslie Ventures



“Now’s the Time”

Business Recruitment Campaign

The Time is Right to Expand / Make Business Investments
in Martin County, FL

1. Strategic location between South Florida and Orlando
2. Business climate supported by elected leadership
3. New business spaces and ‘shovel ready’ land
4. Community-led talent prioritization and investments
5. Distinctive quality of life

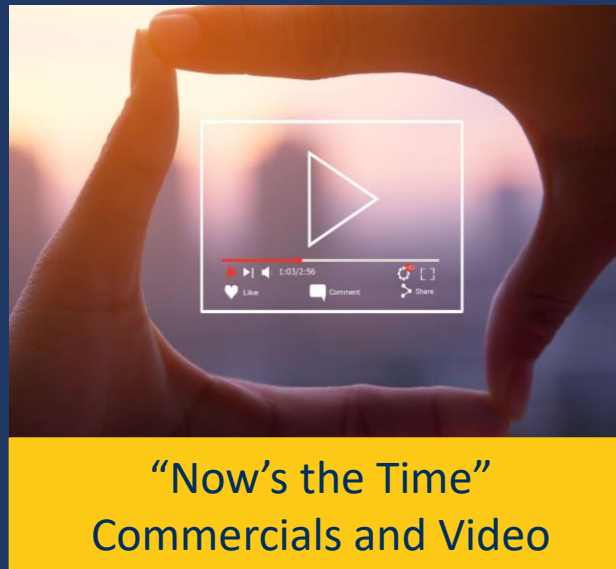


Industry and Geographic Focus

Hubs of Excellence

Treasure Coast | South Florida |
Greater Orlando | Tallahassee

“Now’s the Time” Business Recruitment Campaign



“Now’s the Time” Business Recruitment Campaign

January – September 2022

- Recruit and Hire BDB Business Development Executive
- Social media and digital advertising (boosted by Digital Ambassadors)
- Owned and Earned media – story placements
- Regional CEO Visits and Hosting Events*
- Landowner - Developer - CRE Briefings and Tours
- “Hubs of Excellence” Industry Engagement

Initial New Investment: \$140,000+

** Hosting events will require additional underwriting.*

Grow Our Own: BRE



- Keeping a Pulse on Local Business is Key to Protecting MC's Economy and Tax Base
- 1:1 Visits Important to Business Retention and Expansion (BRE) Strategy and Business Friendliness
- Number of Visits in FY 2022: 75
- 2Q Online Business Confidence & Needs Survey
- Both Combined for Annual Business Climate Report to Policymakers, Partners and Investors

Grow Our Own: Entrepreneurs



- Top Notch Training
- Peer-to-Peer Networks
- Access to Capital
- Reimbursable Mini-Grants and Business Registration Fees
- Technology, PR and Profiles

Side Hustle to Main Gig



New Investment: \$15,000

Grow Our Own: Talent



- Talent Advancement Team - New!
Chair: Tammy Matthew, Bank of America
- Future of Work and Learning Event on 4/5/2022
- Martin County Talent Workforce Community Plan
- Martin County Education - Talent - Workforce Guide
- Advocacy with Partners for Capacity-Building Education-Talent-Workforce In-Area Assets

The Leadership Team



Board of Directors

Jeff Leslie, President
Eric Kiehn, President-Elect
Patrick Gleason, Secretary
Tomas “Tommy” Bueno, Treasurer
Dr. Alessandro Anzalone
Marty Carmody
Kate Cotner
Commissioner Troy McDonald
Jamil Mikati
Ron Rose
Doug Sherman
William “David” Snyder *(not pictured)*
Councilman Guyton Stone
Ed Weinberg
John Yudin

Professional Team

Joan K. Goodrich, Executive Director
Jaymie Sardo, Economic Development Coordinator
Lynn Smith, Business Partner Relations

Commissioner Harold Jenkins, BoCC Liaison
Kenneth A. Norman, Esq., Of Counsel



Join Us and Help Solve Business Climate Issues and Further Economic Opportunities in Martin County

**Complete your application online at www.bdbmc.org
or call Joan or Lynn at 772.221.1380**