



**BUSINESS
DEVELOPMENT BOARD**
MARTIN COUNTY | FLORIDA

A Stronger Economy is Everyone's Business.

A SPECIAL INVITATION . . .

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

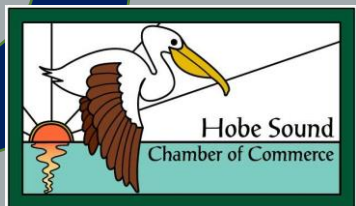
BDB Overview

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

 **Founded in 1991**  **15 Directors, 4 Staff**

 **10-Year Contract
with BoCC** (eff. 10/2019)

BDB Founders



BDB 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

BDB Partner's Council (MC Biz Team)

Boys and Girls Club of Martin County
CareerSource Research Coast
Children's Services Council
City of Stuart
Economic Council
Enterprise Florida
FAU
Hobe Sound Chamber of Commerce
House of Hope
Indian River State College
Indiantown Chamber of Commerce
Jensen Beach Chamber of Commerce
Marine Industries Association of the Treasure Coast
Martin County – Administration
Martin County – Airport
Martin County – Community Development Services



Martin County – Growth Management
Martin County – Office of Tourism
Martin County REALTORS of the Treasure Coast
Martin County School District
One Martin
Palm City Chamber of Commerce
Project LIFT
SBA
SCORE
Small Business Development Center @ IRSC
Stuart Main Street
Stuart/Martin County Chamber of Commerce
The Arts Council of Martin County
Treasure Coast Builders Association
Treasure Coast Regional Planning Council
Treasure Coast SCORE
Village of Indiantown

Vision - Mission - Priorities

VISION

MC Recognition
as a Distinct,
Prosperous,
Entrepreneurial
Community

MISSION

To Champion
and Strengthen
MC's Economy

PRIORITIES

Tout MC is Open for Business

Foster Leading Industries - Good Jobs

Grow Our Own

Promote Strategic Areas
for Job Creators

KIOs:

ED Announcements, Jobs, Business Investment, Tax Base

Core Business & Services

Owners - Executives - Entrepreneurs - Investors - Representatives



Starting



Scaling



Keeping



Welcoming

- Narrow Site Selection
- Problem Solve
- Identify Potential Resources
- Provide Market Research & Business Intelligence
- Arrange Community Introductions

- Inform about Business Regulations, Codes, Land Development, Zoning and Permitting
- Make Connections to Capital
- Advocate for and Train Entrepreneurs
- Help with Talent Recruitment and Retention

Recent Successes



**18-Months: 937 Businesses Assisted; 89 Partner Referrals
11 Announcements | 322 Jobs | 1.08M S.F. | \$160.3M CapX**

Current Pipeline

38

Economic
Development
Prospects

Pipeline Target: 40
Annual Goal: 10

1,739

Potential Job
Impact

Pipeline Target: 1,800
Annual Goal: 450

2.27M SF

Potential Square
Footage Impact

Pipeline Target: 400,000
SF
Annual Goal: 100,000 SF

\$472.4 M

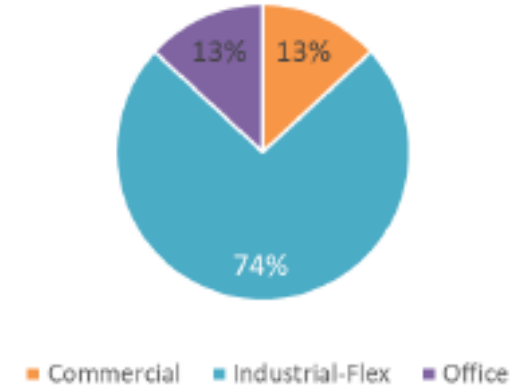
Possible Capital
Investment Impact

Pipeline Target: \$20
million
Annual Goal: \$5 million

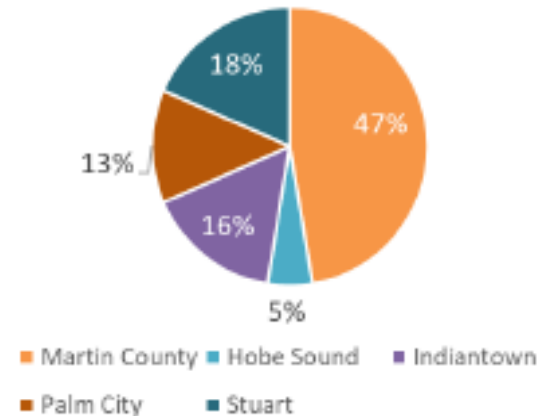
Prospects by Industry



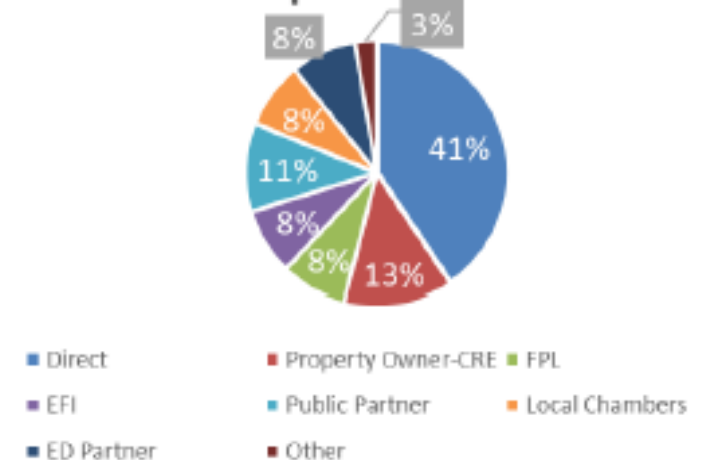
Property Type



Prospects by Geographic Interest



Prospect Referrals



Opportunities

- Tout MC is Open for Business
- Increase Our Competitiveness: Job Creation + Biz Investments
- Scale “Grow Our Own” Approach and Services





Our Next . . .

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

“Now’s the Time”

Business Recruitment Campaign

1. Strategic location between South Florida and Orlando
2. Business climate supported by elected leadership
3. New business spaces and ‘shovel ready’ land
4. Redundant fiber-optic infrastructure
5. Innovative community investments in talent development
6. Distinctive quality of life featuring world-class healthcare and top schools

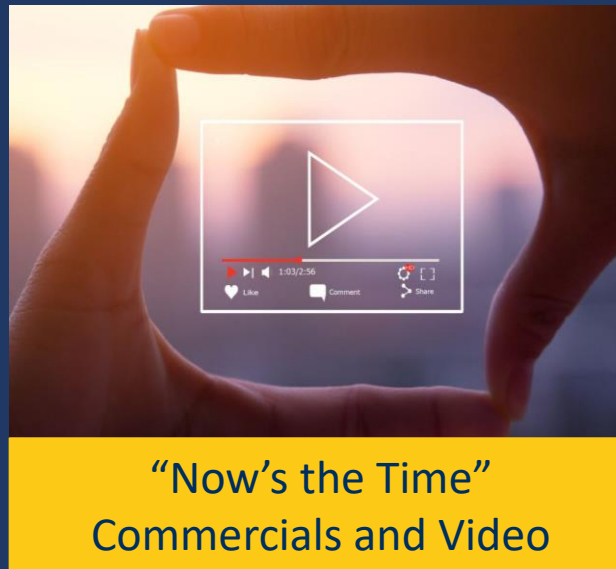
Industry and Geographic Focus

Hubs of Excellence

Treasure Coast | South Florida

Greater Orlando - Space Coast | Tallahassee

“Now’s the Time” Business Recruitment Campaign



“Now’s the Time”

Business Recruitment Campaign

January – September 2022

- Recruit and Hire Top 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

"Hubs of Excellence"



Primary Industries

Aviation-Aerospace • Marine
Clean-Green Tech •
Agribusiness-Equestrian •
Medical-Healthcare • IT

Focus Areas to
Build Vibrancy
and Prosperity



BHAG: Martin County Innovation Hub

Figure 3. Innovation District Conceptual Plan

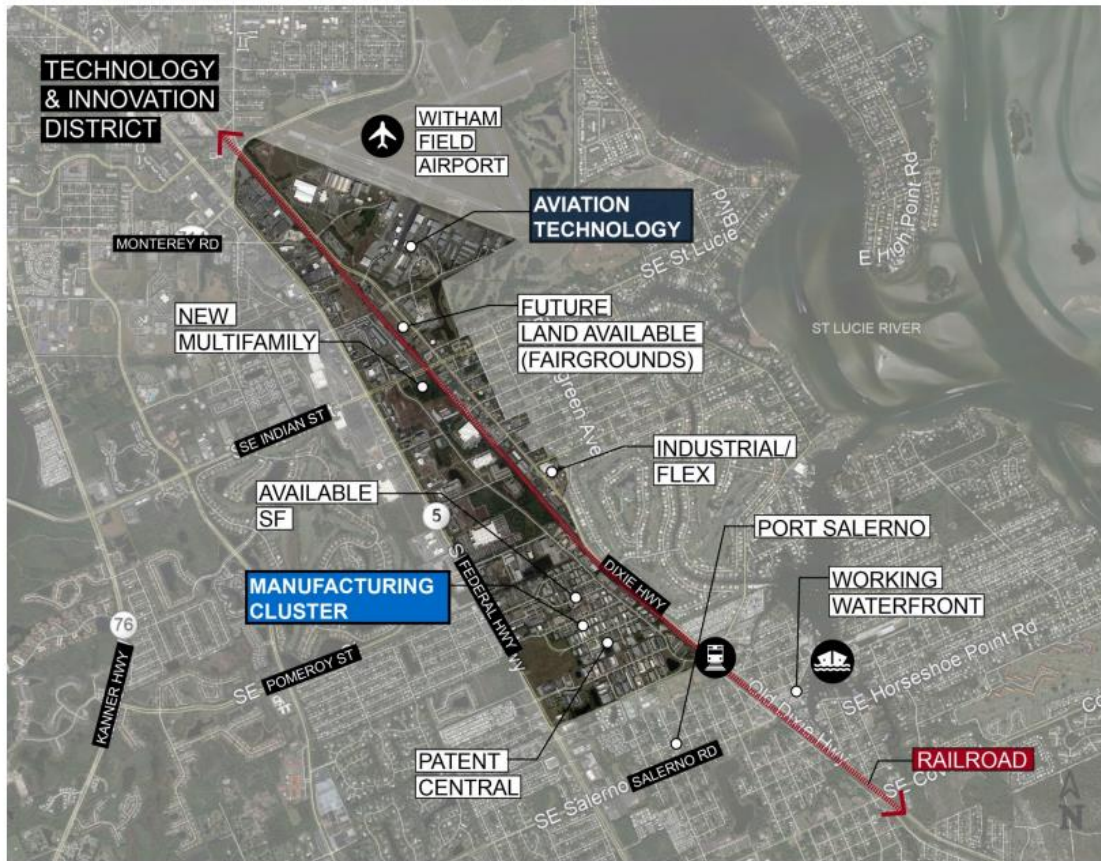
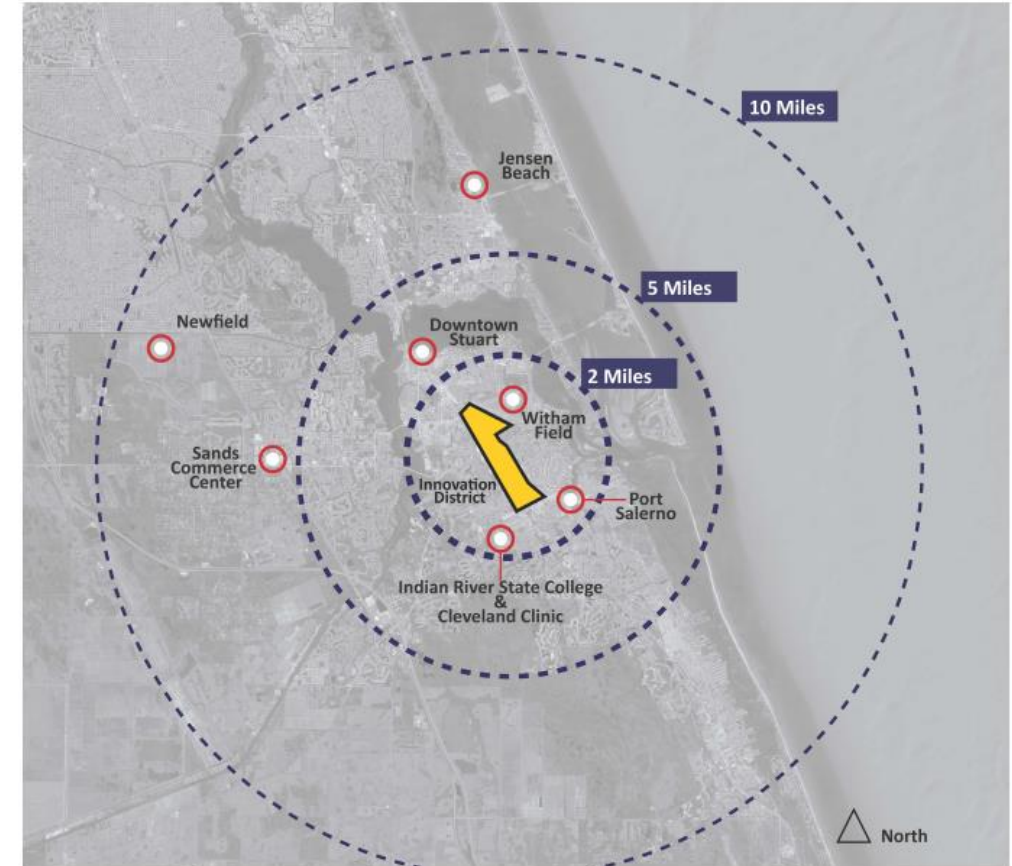


Figure 4. Innovation District Concentric Map



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
- 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



Next Class: September 2022

Grow Our Own: Talent



- Talent Advancement Team
Chair: Tammy Matthew, Bank of America
- Future of Work and Learning Events
- Martin County Talent Workforce Community Plan
- Martin County Education - Talent - Workforce Guide
- Advocacy with Partners for Capacity-Building Education-Talent-Workforce In-Area Assets

Building Champions + Capacity

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

Why Leaders Are Engaging



**Raise
Collective
Voice and
Solve Key
Issues**



**Gain
Valuable
Industry -
Policy
Insights**



**Grow
Networks
and New
Partnerships**



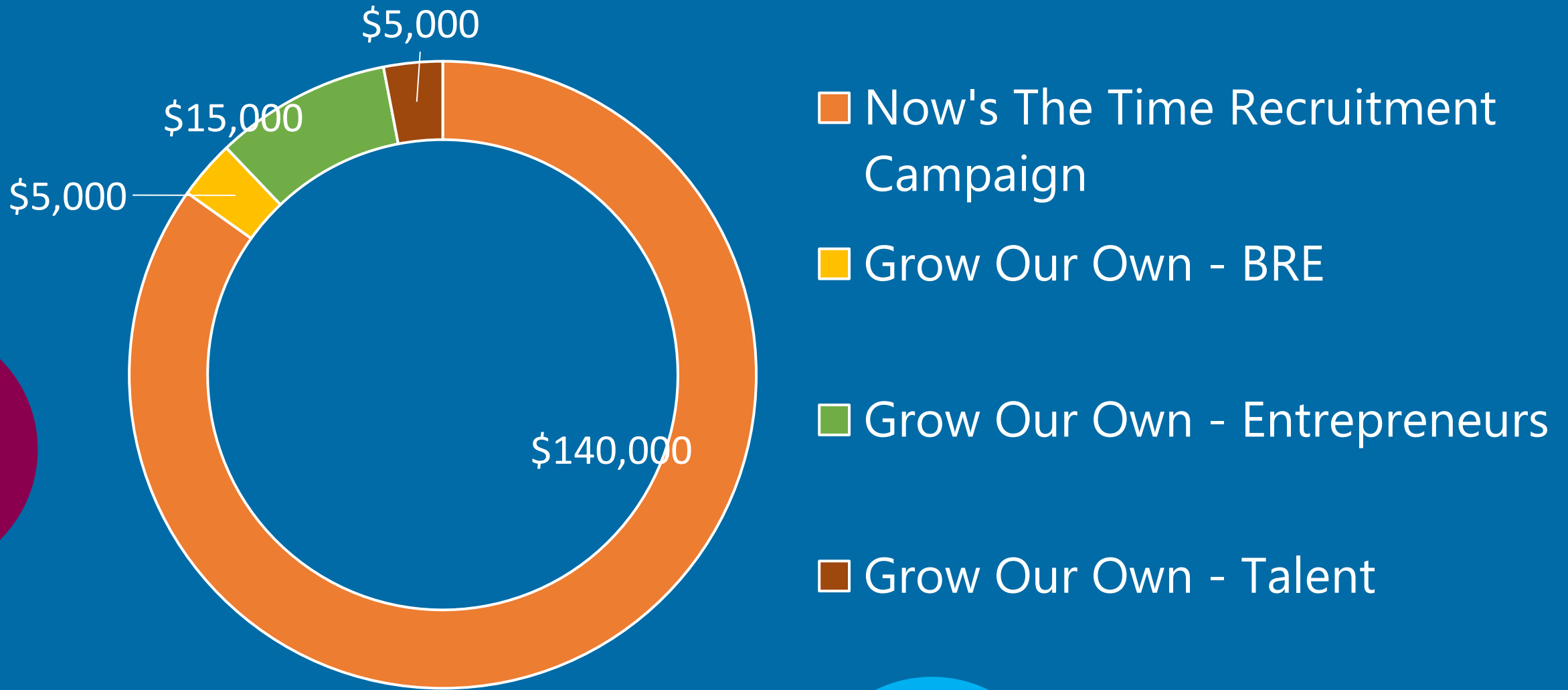
**Build a
Stronger,
More
Resilient
Economy**



**Receive
Recognition
as a MC
Economic
Champion**

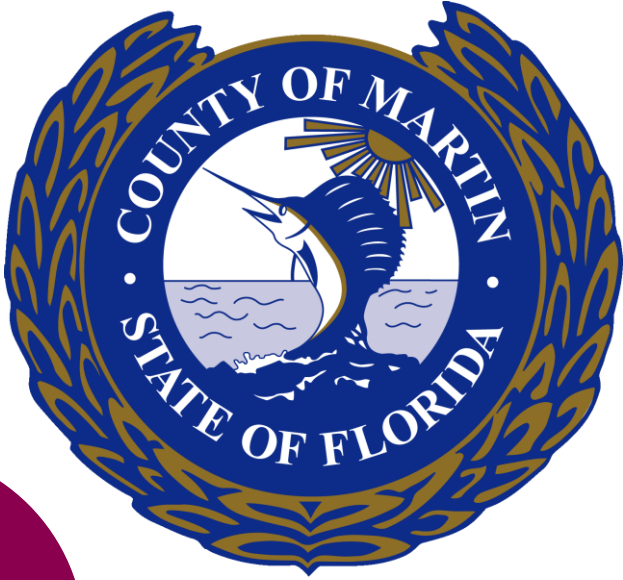
*"Rising Tides
Lifts all Boats"*

Use of New Funds - \$160,000



Current BDB Investors

As of 6/27/2022



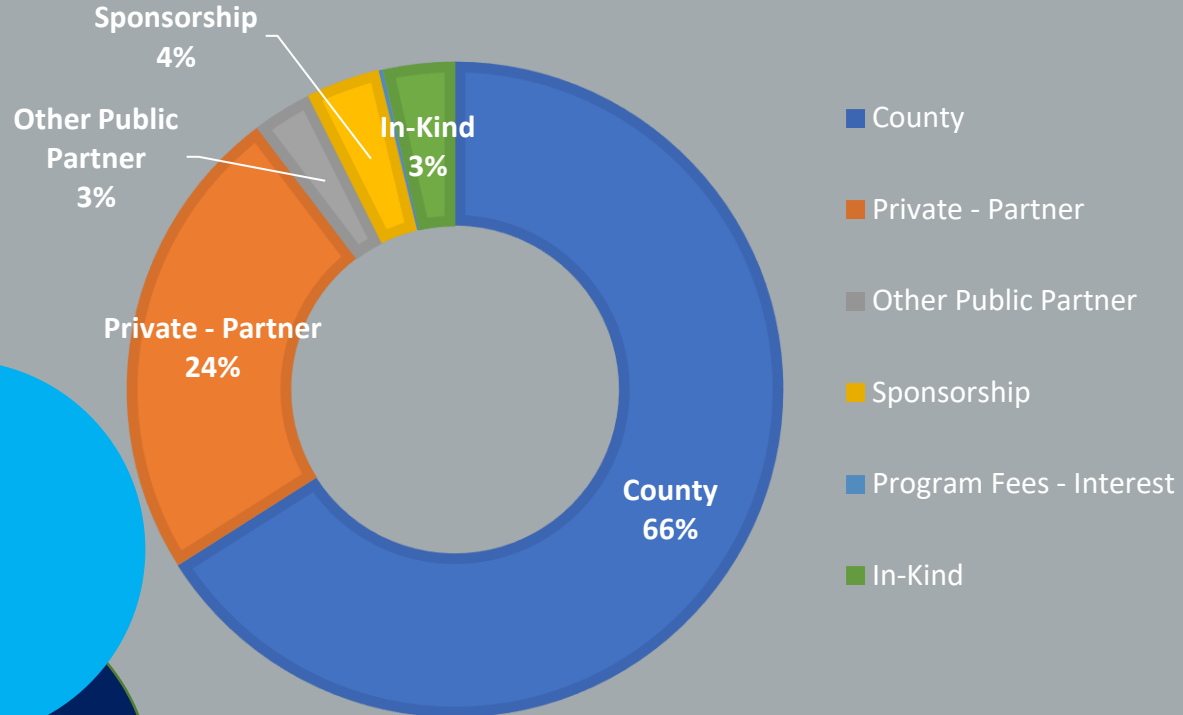
First Citizen's Bank Growth Squad Hobe Sound Early Learning Center

Manpower SkyBlue Jet Aviation

FY 2022 Financial Overview

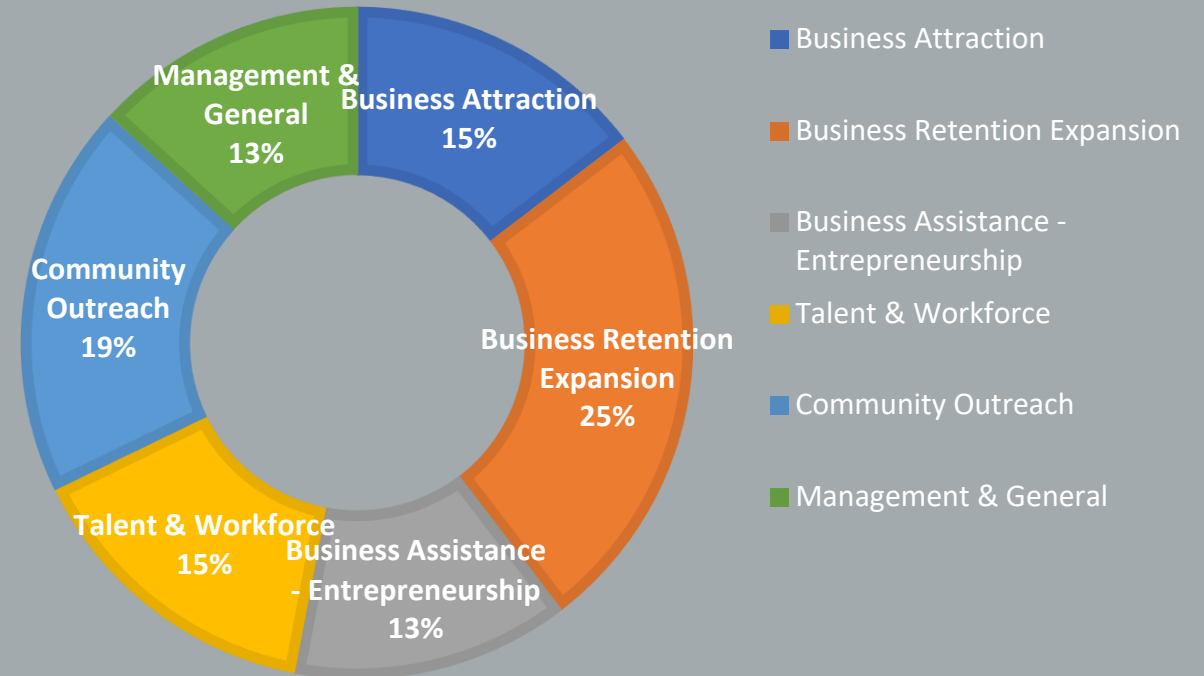
FY 2022 BUDGETED REVENUES

\$681,940



FY 2022 BUDGETED EXPENSES

\$681,940



Full Business Plan Available Online at www.bdbmc.org

What You Can Do . . .

**INVEST IN
THE BDB**

**PROVIDE
YOUR MC
TESTIMONIAL**

**CONNECT
PR-
SOCIAL
MEDIA**

**ADD THE
BDB TO
YOUR
TEAM**



GET ENGAGED

Help Build a Stronger, More Resilient Economy



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