



July 15, 2020

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

RE: 3rd Quarter FY 2020 Report – April 1 – June 30, 2020

Dear George,

Pursuant to the contract between the Martin County Board of County Commissioners (BoCC) and the Business Development Board of Martin County (BDBMC), attached please find our 3rd Quarter Report for FY 2020 and an invoice for economic development services rendered. Key quarterly highlights include:

- Announced the expansion of two businesses (Precision Jet and SPS Industrial, Inc.) in Martin County
- Assisted at least fourteen (14) prospects and leads considering to start-up, grow, remain in or come to Martin County
- Answered inquiries and assisted more than 500 local businesses and residents through the MC Biz Hotline, BDBMC Outbound Call Strategy and SBDC Emergency Bridge Loan Processing Team which we served on
- Surveyed local businesses to learn on how they were managing through COVID-19, what advice they had on reopening and the assistance they needed in the short-term
- Created two new communications vehicles – Small Talk and Stories of Triumph – to support local business owners and executives with their tactical and strategic decisions during COVID-19 while chronicling how local small businesses, nonprofits and leaders are overcoming hardships despite the pandemic
- Developed and presented the BDBMC Survive. Revive, Thrive. Response and Recovery Plan to the BoCC
- Launched the “Jobs on the Ballot” Voter Education Campaign in conjunction with Economic Partners to build awareness for the August 18 Economic Development Ad Valorem Tax Exemption Referendum
- Agreed to extend our office lease for one-year at 1002 SE Monterey Commons Boulevard, Ste. 207

Finally, we submitted our FY 2021 Business Plan and request for County funding in the amount of \$450,000.

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

Sincerely yours,

A handwritten signature in blue ink that reads 'Joan K. Goodrich'.

Joan K. Goodrich, Executive Director, Business Development Board of Martin County

cc: Dura Loving, Contract Compliance Specialist



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FY 2020 Performance Report – April - June 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

3Q Announced Projects who received BDBMC assistance include: Precision Jet Expansion, SPS International Expansion

PROSPECTS – LEADS ACTIVITY

As of June 30, 2020, the BDBMC staff team is working with **14 prospects** with the potential to create and retain 468 jobs, impact 182,400 sq. feet of commercial-industrial-office-flex space and invest more than \$34 million in Martin County.

COVID-19 SUPPORT - ASSISTANCE

During this quarter, the BDBMC continued to provide service to local businesses and their employees as non-essential businesses closed due to Safer at Home orders and beginning in May began to re-open based on a phased re-opening and following CDC guidelines.

BIZ HOTLINE – HUB – CALL STRATEGY

GENERAL ASSISTANCE INQUIRIES

452 calls assisted

CHILDCARE CALL STRATEGY

24 businesses contacted
7 temporarily closed; 1 distressed; 10 stable or healthy; 6 n/a

SMALL TALKS AND STORIES OF TRIUMPH

The BDBMC created two (2) new communication vehicles during the 3Q– **Small Talk**, an online series to support local business owners and executives with their tactical and strategic decisions during COVID-19 and **Stories of Triumph (SOT)**, chronicling how local small businesses, nonprofits and leaders are overcoming hardships despite the pandemic.

3Q Small Talks: 7 shows

3Q SOT: 9 stories



The **Survive. Revive. Thrive. COVID-19 Response and Recovery Plan** was developed during the 3Q and approved by the BDBMC Board on May 20, 2020. It was presented to the Board of County Commissioners on May 29, 2020 and staff with support from economic partners are currently implementing it.



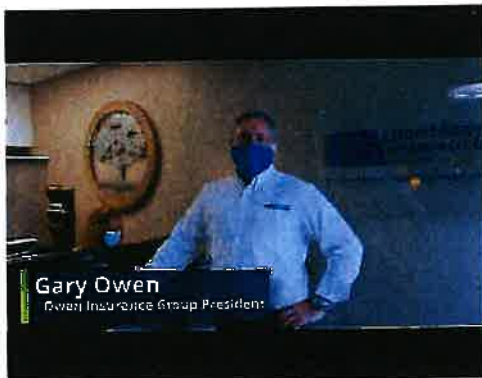
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FY 2020 Performance Report – April - June 2020

WE'RE READY MARTIN COUNTY VISUAL SERIES

To help build consumer confidence and inspired by the City of Stuart's We're Ready Campaign, the BDBMC videotaped local businesses at their places of business who were ready to reopen or continue operations with CDC guidelines for cleaning and disinfecting facilities and offices and OSHA guidelines for keeping workers safe.

The following 14 businesses were visited and taped during the 3Q: F45 Filming, Highway Tire and Auto, Juno Shoe Girl, Owen Insurance Group, Rush Park, Shears of Joy, Palm City Animal Clinic, Sailfish Floors, Sally Eckman Roberts Design, Sundance Marine, The Butcher Shop, The Grove, Vesuvios Pizzeria and Wagnolias.



Gary Owen
Owen Insurance Group President

BUSINESS DEVELOPMENT- MARKETING



Number of Quarterly Users: 111
Number of Users to Date: 240

PR - COMMUNICATIONS



Thursday, April 16, 2020
United Economic Leadership
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Business Development Board of Martin County
The Martin County Economic Development Board is pleased to announce the launch of our new e-newsletter, United Economic Leadership, on Thursday, April 16, 2020. The e-newsletter will provide information on local business news, events, and opportunities.

IMPORTANT: Federal loan programs are suspended for now

The SBA Economic Injury Disaster Loan Program (EIDL) and Federal Paycheck Protection Program (PPP) are no longer accepting applications until funds have been deployed. We're told efforts are underway to encourage Congress to appropriate more funding to these and other programs.

New US Chamber Initiative for small business launches at noon April 20

Issued 10 *United Economic Leadership* e-newsletters and one special "Get Ready Martin County" communique highlighting resources available for businesses reopening or expanding operations following the Phase I Reopening by Governor DeSantis on May 1, 2020.

3Q Website Users, Sessions, Page Views



3rd Quarterly Social Media

Posts
Facebook: 211

Followers
Facebook: 2,347

BUSINESS ASSISTANCE - ENTREPRENEURSHIP



small business resource guide



Small Business Resource Guides Mailed to Business Tax Receipt Holders 3Q: 135 YTD: 534 Annual Goal: 1,000

The Martin County BAP Program continues to remain on hold during the COVID-19 pandemic although registration continues to remain open.



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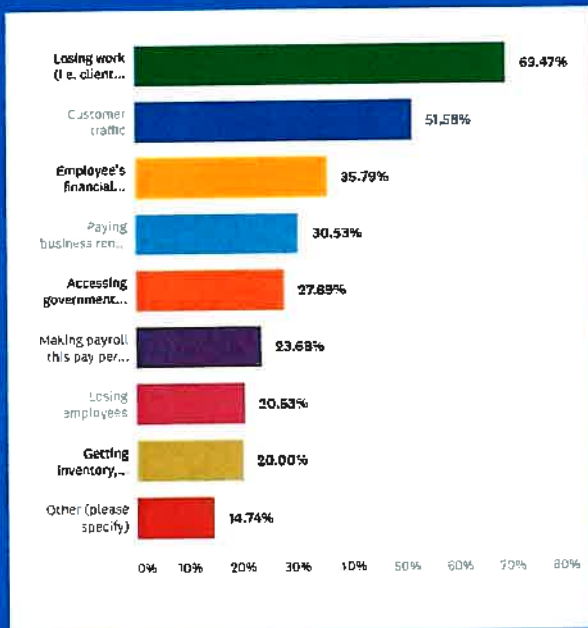
FY 2020 Performance Report – April - June 2020

OTHER KEY ACTIVITIES

The BDBMC conducted a Martin County COVID-19 Biz Survey at the end of April 2020 seeking to learn how local firms were managing through COVID-19, what advice they had on reopening and the assistance they needed moving forward.

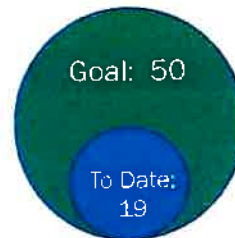
50% of respondents described their current condition as "at risk or distressed" yet 77% agreed or strongly agreed that they have a positive outlook about the recovery of their business and 68% felt positive for the recovery of Martin County's economy.

Top concerns for respondents were as follows:



INDUSTRY RETENTION-EXPANSION

Local Business Visits



3Q On-site or Virtual Visits: Applied Concepts, Aqua Pulsar, B4C Technologies, BD, Cleveland Clinic, Rush Park. 8 additional calls were also made to the 1:1 Visitation Companies.

Industry Roundtables



Goal: 2
To Date: 1

No roundtables conducted during the 3Q due to COVID-19 activities.

TALENT – WORKFORCE DEVELOPMENT

Workforce Roundtables



Goal: 2
To Date: 0

Local Workforce Readiness Activities

BDBMC staff participated in virtual regional workforce readiness committee meetings on May 7 and June 5, 2020.

Special Activity: BDBMC team assisted Florida SBDC @ IRSC with Emergency Bridge Loan Processing before fund closed on April 14, 2020 making calls to more than 176 Martin County firms who applied for funds.



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FY 2020 Business Plan Status – April - June 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 3Q.	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 510 touchpoints in 3Q 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 3Q, engaged consultant to finalize investor benefits and provide feasibility for launching efforts later in the year.	In Process
6	Attend 2 Outbound Sales Missions with Florida Research Coast Coalition	1Q, 3Q	Attended Chicago Sales Mission, October 6 – 9, 2019; All travel suspended due to COVID-19.	In Process
7	Attend EFI Stakeholder-Board Meetings and Participate in EFI Calls	1Q, 2Q, 3Q	Attended 2 EFI Stakeholder Conference Calls (4/17/, 4/24) and EFI Virtual Board Meeting on June 11, 2020.	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 highlighted in January Roundtable mentioned above.	In Process
10	Create a Martin County Talent-Workforce-Education Brochure	2Q	Asset mapping occurred during 2Q with brochure on hold due to COVID-19.	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	No activity in 3Q due to COVID-19; planning virtual roundtable in 4Q.	In Process
13	Visit 50 local business and companies to gauge outlooks	On-Going	1:1 Visitation Strategy: 19 visits to date with 6 in 3Q. Virtual visits to begin in 4Q.	In Process
14	Attend industry association meetings – manufacturing, marine and builders	On-Going	Attended	In Process
15	Produce annual Business Awards + State of the Economy Event	1Q	Event conducted with 260 in attendance and \$26,000 in revenues.	Completed

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

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FY 2020 Business Plan Status – April - June 2020

#	Strategy	Timing	Notes	Status
16	Produce 3 BAP programs with IRSC and SBDC	1Q, 2Q, 3Q	BAP program on-hold due to COVID-19 pandemic. 6 registrants for next cohort aided through SBDC, VRBC and Small Talks.	In Process
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, 534 guides have been mailed to new BTR holders. Guide being updated in 4Q.	In Process
19	Produce an entrepreneurial ecosystem paper	3Q	Staff attended International Business Innovation Business Association 34 Virtual Conference to obtain best practices. Paper to be released 4Q.	In Process
20	Participate in regional workforce readiness activities	On-going	Attended 2 virtual regional Workforce Readiness Committee meetings during 3Q.	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	IRSC MOU in process with anticipated consideration by BDBMC Board in May 2020.	In Process
23	Conduct 2 workforce development roundtables	2Q, 4Q	Conducted meetings with select Marine Industry leaders to prepare for yet to be determined roundtable.	In Process
24	Participate in local activities to promote workforce development	On-Going	Promoted virtual CareerSource Research Coast services during 3Q.	In Process
25	Support and assist County with state-federal grants, as needed	On-Going	Advocacy continued with Governor and DEO during 3Q for Seven Js Industrial Park Job Creation Grant; No decision made.	In Process
26	With partners, develop a business case for reenacting of Property Tax Abatement Tool	4Q	BDBMC created "Jobs on the Ballot" education campaign for August 18 Voter Referendum issue - centralized hub at bdbmc.org.	In Process
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	Key Indicators to Watch updated during 3Q.	Completed
30	Form a new Partner's Council	Quarterly	10 Economic Partner Council calls conducted during 3Q.	Completed

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

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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	452 calls for assistance provided during 3Q 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	3Q calls focused on existing businesses (1:1 strategy), top employers, respondents to COVID-19 survey and daycare providers.	In Process
4	Introduce Small Talk, a new online series to support businesses with tactical and strategic decisions	Survive 4/1 - 5/31/2020	7 shows produced during 3Q	Completed
5	Weekly economic partner calls	Survive 4/1 - 5/31/2020	10 calls facilitated during 3Q.	Completed
6	Weekly United Economic Leadership e-newsletter	Survive 4/1 - 5/31/2020	10 issues published plus one special edition on "Get Ready Martin County" with key resources about reopening.	Completed
7	Publish Stories of Triumph	Survive 4/1 - 5/31/2020	9 stories published during 3Q 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	14 local businesses taped for the campaign during 3Q. Series to launch in July 2020	In Process
10	Identify suppliers and sources for PPE	Revive 6/1 - 12/1/2020	List published in 3Q 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	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	Conference call on 6/23/2020 with MC Purchasing team to determine how to increase opportunities for local biz.	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: Completed In Process On Hold Behind Initial Schedule Not Started

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