

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

RE: 3rd Quarter FY 2023 Report – April 1 – June 30, 2023

Dear George,

Attached please find our **3rd Quarter Report for FY 2023** and an invoice for economic development services rendered as per our contract. Key quarterly highlights include:

- **Grew the economic development prospects-leads pipeline to 30** businesses and developers seeking to invest, start-up, grow, remain, or come to Martin County with a **potential direct business capital investment of \$2.3 billion.**
- **Hosted the first-ever BDB Leaders Summit** featuring Peter Kageyama, Author (*For the Love of Cities Revisited*) and Thought Leader in Economic and Community Development.
- **Conferred BDB Vanguard Awards to Trisha Hawthorne**, TD Bank; **David Snyder**, Evergreen Private Care and **Tammy Matthew**, Bank of America for “leading the way” with the BDB’s Pulse Program and Talent Team.
- **Conducted 14 Pulse Visits-Surveys** with local business owners, executives and entrepreneurs.
- **Produced the 2023 Martin County Aviation-Aerospace Industry Event** with partners at the Stuart-Martin County Chamber of Commerce and Stuart Air Show. Also issued an Aviation-Aerospace Industry Report.
- **Premiered two new business development videos:** Now’s the Time and Western Martin County Industrial Lands (*underwritten by FPL Office of Economic Development*).
- **Initiated planning for the 2023 Export University 101** to be held in Martin County on September 28 with partners at the U.S. Commercial Service and District Export Council.
- Continued work on the **Martin County Incentives Toolkit Project** designed to expand and attract businesses that will help increase Martin County’s nonresidential tax base and create-retain jobs.
- **Submitted the BDB’s approved FY 2024 Business Plan & Budget to the County** and posted it online.



Did You Know . . .
The Martin County Airport at Willem Field was founded in 1939 as Knauer Field. In 1942, the airport was named in the United States Navy and in 1943 it was renamed to Willem Field after Martin County native and aviator Willem (Wally) Willem. (Wally Willem)

Featured Speakers and Panelists
Mary Arenal Cannon, Proff & Whitney
Mark Chestnut, Space Florida
Michael Cooney, Enterprise Florida
Trisha Hawthorne, BDB Corporate Council Chair, TD Bank
John Justus, Advanced Technologies Group, Inc.
Dewey Vinaya, Stuart Air Show

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

Sincerely,



Joan K. Goodrich, Executive Director
1002 SE Monterey Commons Blvd. | Ste. 207, Stuart, FL 34996









772.221.1380 | bdbmc.org

**A STRONGER ECONOMY IS
EVERYONE'S BUSINESS**

3Q FY 2023

Key Metrics and YTD Results



Goals		Latest
10 Economic Development Project Announcements		2 Economic Development Project Announcements Prospect Pipeline: 30
350 Jobs Created or Retained		240 Jobs Created or Retained Potential Job Impact: 2,889
150k Square Feet Office-Industrial-Flex Space Impacted		156k Square Feet Office-Industrial-Flex Space Impacted Potential SF Impact: 4.09 Million
\$10m \$ Direct Business Capital Investment Generated		\$62.3m \$ Direct Business Capital Investment Generated Potential \$ Impact: \$2.32 Billion
100 Referrals Received Made		120 Referrals Received Made
900 Businesses Assisted		316 Businesses Assisted
50 Pulse Visits Conducted		42 Pulse Visits Conducted
125,000 PR-Marketing Impressions, Reach, Engagement		143,270 PR-Marketing Impressions, Reach, Engagement

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3Q FY 2023

Prospect Dashboard and Key Business Development Activities



30 Economic Dev. Prospects Pipeline Target: 60 Annual Goal: 10 YTD: 2	2,889 Potential Job Impact Pipeline Target: 2,100 Annual Goal: 350 YTD: 240	4.09M SF Potential Square Footage Impact Pipeline Target: 900,000 SF Goal: 150,000 SF YTD: 156,000 SF	\$2.32B Possible Capital Investment Impact Pipeline Target: \$60 million Goal: \$10 million YTD: \$62.3 million
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Announcement: Export University 101



Excellence in Export Education.

The Business Development Board will be hosting Export University 101 on September 28th at the Indian River State College – Chastain Campus. This event is part of the BDB’s strategy to focus on Business Retention and Expansion (BRE). This full day program is designed to help U.S. companies gain a better understanding of international business issues and delve deeper into specific export topics. The program covers the various fundamentals of exporting, and it is designed for businesses and individuals that are seeking an overview of the export process basics. The topics presented will be relevant and helpful for companies - both manufacturers as well as service providers - who are newer to exporting, as well as those who are already global businesses seeking an update on the most recent policies that affect an exporting businesses.

Announcement: Global Location Strategies (GLS)



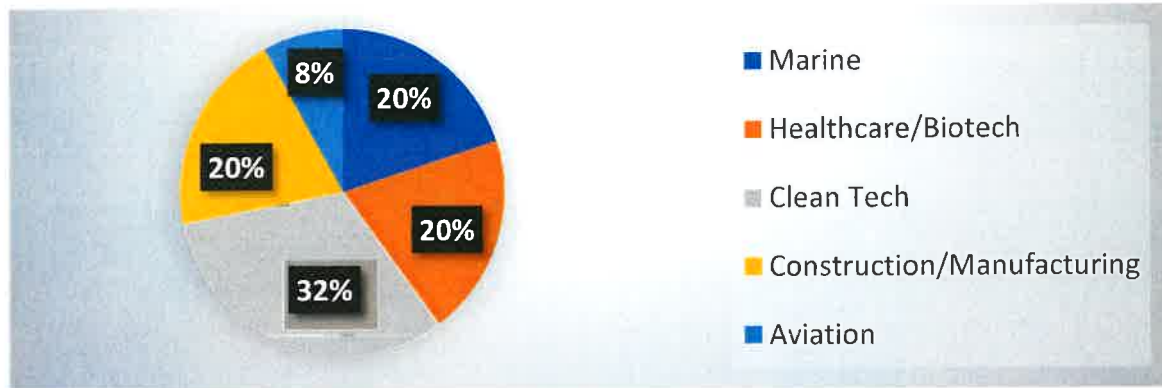
FPL has hired GLS, a site selection consultancy, to identify 10 industrial sites within the State of Florida for CRE marketing. The BDB participated in phase 1 of the project and submitted sites for consideration. One site was approved for a phase 2 in depth study. The BDB submitted all the information requested and passed the final selection process. GLS, FPL and other land experts will be meeting with the BDB on June 27th to visit the site selected and gather further information on the community, site’s capabilities, and the process to bring it to a state of investment readiness.

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3Q FY 2023 Prospect Dashboard and Key Business Development Activities



Prospects by Industry (Top 5):



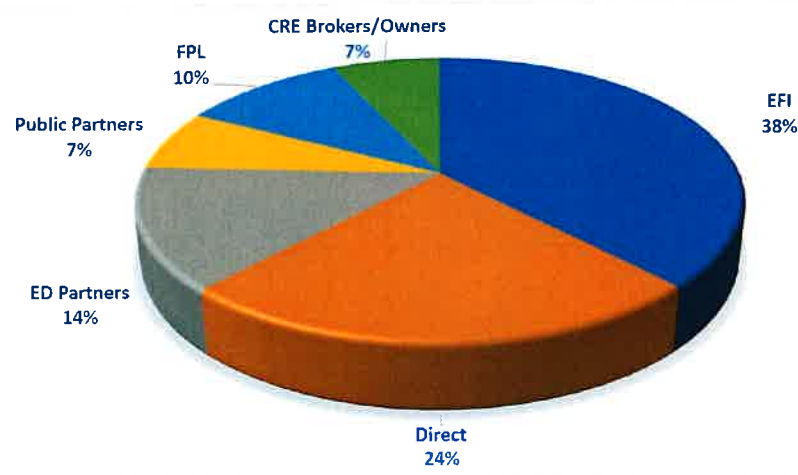
Referral Types (Top 6):

Notable Active Prospects:

Project SolarTech, Project Vaccaro, Project Sol, Project Interior, Project Sun.

Relevant Trends:

Robotic Systems, Solar Panel Technology, Solar Energy Harnessing, Drone Technology, Renewable Energy Storage, Electric Mobility, Agribusiness & Food/Beverage Manufacturing



Conference, Trade Shows, BD Events and Familiarization Tours:

Export University 101 September 28, 2023; Manufacturing FAM Tour September 29, 2023; Incentive Toolkit Project Paper to Martin County September, 2023; Martin County Business Awards December 8, 2023.

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3Q FY 2023

Business Plan Status



#	Strategy	Timing	Notes	Status
1	Provide on-demand services to leads, prospects and clients.	Continuous	The team is working with 30 prospects with potential impacts of 2,889 new-retained jobs, 4.09 million square feet and \$2.32 billion in capital investment.	Partially Completed
2	Execute Hubs of Excellence Business Development Strategy focused on Aviation-Aerospace and Marine.	Continuous	Conducted an Aviation-Aerospace Industry event on May 3, 2023 with partners and attended Xponential UAV/Robots Tradeshow, May 8 – 11, 2023. Hosted Global Location Strategies (GLS), a site selection consultancy with FPL's Office of Economic Development in Indiantown on June 27, 2023.	Partially Completed
3	Evolve business storytelling strategy with CEO-Entrepreneur Profiles.	Bi-monthly	1 CEO Profile completed in June 2023 (Dr. Singh, Cleveland Clinic).	Partially Completed
4	Now's The Time Digital and Social Media Marketing Campaign.	Continuous	"Now's the Time" to Make Business Moves in Martin County and Western Martin County Industrial Lands videos released in 3Q.	Partially Completed
5	Host one Commercial Real Estate (CRE) and two Industry Roundtables and issue industry reports.	2Q, 3Q, 4Q	Martin County Aviation-Aerospace Industry Profile released during 3Q.	Partially Completed
6	Continue the PULSE Program and visit at least 50 local businesses.	Monthly	14 Pulse Visits were conducted in the 3Q for a total of 42 Pulse visits conducted to date.	Partially Completed
7	Launch the Corporate Council.	Quarterly	Corporate Council conducted quarterly meeting on April 20, 2023. Next meeting: Thursday, August 17, 2023, 8:30 am.	Partially Completed
8	Poll and survey Martin County business owners, managers, executives and entrepreneurs.	Annual		Not Started
9	Produce two (2) Side Hustle to Main Gig cohorts.	2Q, 3Q	Conducted an Entrepreneurship Session for more than 600 Treasure Coast high schoolers during the 2023 Treasure Coast Career Connect Conference on May 6, 2023.	Partially Completed
10	Update and distribute the annual Business Resource Guide and maintain MC Biz Hub.	3Q	Work continued on the annual resource guide during the 3Q which is scheduled for release in July 2023.	Partially Completed
11	Host two Future of Work + Learning Talent and Workforce Roundtables.	2Q, 3Q	Selected new Chair (Shannon Armstrong, Martin County Public Schools and Vice Chair (Mike England, Express Employment Professionals) for the Talent Advancement Team. Next meeting: September 2023.	Partially Completed

Key: Green Completed Blue Partially Completed Yellow Placed on Hold Red No Action Taken White Not Started

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3Q FY 2023 Business Plan Status



#	Strategy	Timing	Notes	Status
12	Recruit new in-area training and higher education facilities.	Ongoing	Conversations continued with the SBA and Florida Women’s Business Center at the Florida Institute of Technology to expand services in Martin County.	Blue
13	Advocate for and support new activities and investments in the Innovation Hub.	Continuous	The Innovation Hub is featured in most BDB briefings and community presentations.	Blue
14	Develop the BDB Economic Development Toolkit, Policy and Legislative Action Plan.	4Q Toolkit 2Q Legislative Action Plan	The Martin County Incentives Toolkit project continues. Policy, usefulness and practicality discussions also conducted with the BDB Board of Directors. The BDB’s Toolkit recommendations will be submitted to the County before September 18, 2023.	Blue
15	Produce the 2022 Martin County Business Awards.	1Q	Successfully produced event on Friday, December 9 recognizing 9 leaders, entrepreneurs and companies. Planning has begun for the 2023 Awards event.	Green
16	Continue the Partner’s Council (Martin County Biz Team).	Quarterly	The BDB Partner Council met on Friday, April 14, 2023. Next meeting: Friday, August 4, 2023 with a focus on housing.	Blue
17	Advance the BDB’s Leadership Engagement Model resulting in an increase in non-County funding \$185,000 to support the Business Plan. Host up to 3 United Economic Leadership events.	Continuous Quarterly	Welcomed 2 new investors to the BDB: Mid-Florida Credit Union and PNC Bank. Hosted an Economic Champions Breakfast on May 23, 2023 at Flagler Center featuring a “Leading the Way” panel discussion and briefing from Jill Marasa, Ashley Capital on Sunrise Grove Commerce Center.	Blue
18	Enhance PR-Communications to explain the value of economic development and the services of the BDB.	Continuous	Quarterly impressions, reach and engagement: 18,895. Y-T-D: 143,270.	Blue

Key: Green Completed Blue Partially Completed Yellow Placed on Hold Red No Action Taken White: Not Started

A Stronger Economy is Everyone’s Business.

TIMING IS EVERYTHING

NOW'S THE TIME TO MAKE BUSINESS MOVES IN

MARTIN COUNTY, FLORIDA

- 1 MIDWAY BETWEEN MIAMI AND ORLANDO
- 2 LEASE, BUY, BUILD-TO-SUIT, PERMIT READY SITES
- 3 INTERSTATE, RAIL, BUSINESS AVIATION, THE GREAT LOOP ONLY CROSS-STATE INLAND WATERWAY ACCESS
- 4 REDUNDANT FIBER OPTIC COMMUNICATIONS
- 5 DISTINCTIVE FAMILY-FOCUSED LIVE-WORK ENVIRONMENT

BDB PROFESSIONAL TEAM

JOAN K. GOODRICH Executive Director joan@bdbmc.org
 LYNN SMITH Business Partner Relations lynn@bdbmc.org
 PIERRE TASCHEREAU Business Development Executive pierre@bdbmc.org



Business Development Board of Martin County
 1002 SE Monterey Commons Blvd. | Ste. 207 | Stuart, FL 34996
 772.221.1380 | www.bdbmc.org

A Stronger Economy is Everyone's Business.



2023 BDB LEADERS SUMMIT



KEVIN CROWDER
 FOUNDER
 BUSINESS FLARE



PETER KAGEYAMA
 AUTHOR & THOUGHT LEADER
 FOR THE LOVE OF CITIES REVISITED



ERIC KIEHN
 C & W TECHNOLOGIES - PRESIDENT/CEO
 BDB PRESIDENT OF THE BOARD



GEORGE STOKUS
 ASSISTANT COUNTY ADMINISTRATOR
 BOARD OF COUNTY COMMISSIONERS

WEDNESDAY, APRIL 12, 2023
 IRSC - CHASTAIN CAMPUS





AGENDA



FEATURED SPEAKER

- 8:00 am **Continental Breakfast & Networking**
- 8:30 am **Pledge of Allegiance & Welcome Remarks**
William "David" Snyder, BDB Treasurer, Evergreen Private Care
- 8:35 am **A Stronger Economy is Everyone's Business**
Eric Kiehn, BDB President of the Board, C & W Technologies
- 8:40 am **An Economic Development Conversation**
Joan K. Goodrich and Pierre Taschereau, BDB Martin County
- 9:15 am **BHAG: Martin County Innovation Hub**
George Stokus, Board of County Commissioners
Kevin Crowder, Business Flare
Introduction: Marshall Critchfield, FPL
- 10:00 am **Coffee Break & Networking**
- 10:20 am **Spotlight: BDB Vanguard Leaders** Joan K. Goodrich and Eric Kiehn
- 10:30 am **For the Love of Cities Feature Presentation** Peter Kageyama
Introduction: Tommy Bueno, BDB Secretary, SkyBlue Jet Aviation
- 11:30 am **Closing Remarks** Susan Rabinowitz
BDB President-Elect, Bank of America
- 11:40 am **Book Signing with Peter Kageyama**



PETER KAGEYAMA
www.fortheloveofcities.com

Peter Kageyama is a writer and urbanist from St. Petersburg, Florida. He is a bestselling author of five books including, *For the Love of Cities Revisited* – *The Love Affair Between People and Their Places*. He is a widely recognized thought leader in the area of community and economic development and a favorite speaker for communities seeking new ideas and new inspiration. He has been called the "Pied Piper of City Love" and "The Best Friend of Cities" in his ongoing mission to make cities everywhere more livable and more lovable.



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2023 MARTIN COUNTY STATE OF AVIATION -AEROSPACE

Wednesday, May 3, 2023



Did You Know . . .

The Martin County Airport at Witham Field was founded in 1928 as Krueger Field. In 1942, the airport was leased to the United States Navy and in 1943 it was renamed to Witham Field after Martin County native and enlisted Naval Aviation Pilot First Class (API) Paul "Homer" Witham.

Scan for Speaker Bus



FEATURED SPEAKERS AND PANELISTS

- Mary Anne Cannon, *Pratt & Whitney*
- Matt Chestnut, *Space Florida*
- Michael Cooney, *Enterprise Florida*
- Trisha Hawthorne, *BDB Corporate Council Chair, TD Bank*
- John Justak, *Advanced Technologies Group, Inc.*
- Dewey Vinaya, *Stuart Air Show*



Martin County Aviation- Aerospace Industry

Aviation in Martin County has a long history. Our strategic location between South Florida and the Space Coast also offers the right business climate for emerging and established aviation-aerospace leaders and innovators to invent and grow their companies here.



Did You Know . . .

Hugh Willoughby, a resident of Martin County, had a lifelong passion for aviation and owned 14 different patents for aircraft devices. Soaring overhead the Stuart Main Street gallery at the Elliott Museum, visitors can see a full scale replica of his Pelican Hydro-Aeroplane.

Scan for
Industry Report



For professional, complimentary business assistance services, contact us today!



1002 SE Monterey Commons Blvd.
Ste. 207, Stuart, FL 34996

772.221.1380 | bdbmc.org



MARTIN COUNTY AVIATION - AEROSPACE HUB OF EXCELLENCE

WHY MARTIN COUNTY | FLORIDA?

Martin County's roots in aviation and aerospace run deep thanks to leaders, makers, inventors and entrepreneurs who chose Martin County for business and living. Coupled with Florida being the world's premier gateway to space, flight training, MRO and components manufacturing, Martin County, Florida is a distinctive location for aviation and aerospace companies.

BDB Martin County Here to Help

SERVICES

- Confidential Site Selection, Property Search & Business Assistance
- Demographic & Workforce Information
- Local, Regional and State Liaison
- Permitting & Development Assistance
- Business Assistance & Incentives Programs
- Exporting Counseling with State Partners
- Talent Placement & Workforce Incentives

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Top Reasons to Expand and Invest in Martin County

Strategic Location: Midway between Miami and Orlando-Space Coast

Access: I-95, Florida Turnpike, passenger and cargo rail, business jet and general aviation, only cross-state waterway

Technology: Redundant fiber-optic infrastructure

Availability: Shovel-ready sites and wide-ranging land opportunities

Readiness: Office, industrial, flex space for lease

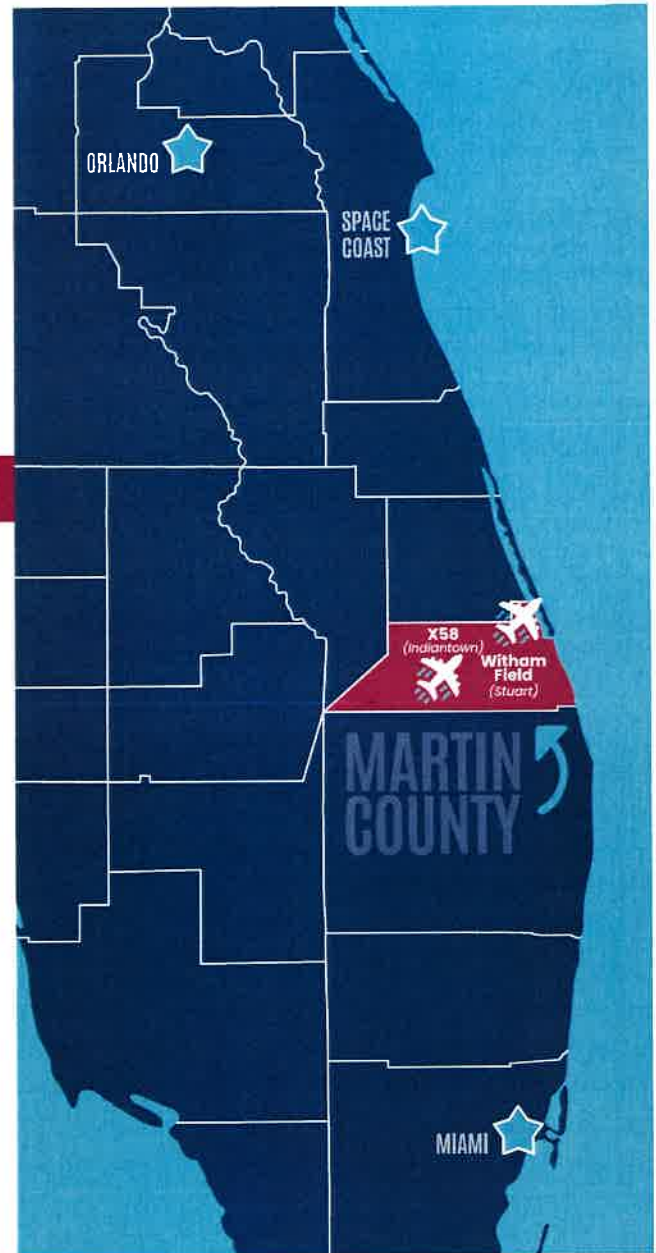
Business Climate: Strong support from local and elected leadership

Distinctive Quality of Life: Family focused, casual lifestyle with award-winning schools, world-class healthcare, philanthropic and collaborative community.

MARTIN COUNTY AVIATION - AEROSPACE INDUSTRY HUB OF EXCELLENCE

Martin County Industry Leaders

- Aerodyne Corp
- ATGI
- Aircraft International
- APP Jet Center
- Applied Concepts Aircraft Solutions
- Atlantic Aviation SUA
- ATP Flight School
- Copa Air Maintenance Service
- Daher
- Dassault Aircraft Services
- East Coast Aviation Service
- East Coast Jet Center
- EB Airfoils
- Fairwind Air Charter
- JetLoan Capital
- Jet Sales Group
- Jet Quest
- National Air Charters
- PAC Seating Systems
- Precision Jet – FDS Avionics Corp.
- Premier Aviation Services
- Premier Jet Training
- Product Modernization Associates
- Pursuit Aerospace
- Scott MacDonald Aircraft Sales
- SkyBlue Jet Aviation
- Sports Aviation
- STS Aviation Group
- Stuart Air Show
- Treasure Coast Flight Training
- Wesco Aircraft
- Wing Aviation Maintenance



INDUSTRY OVERVIEW

	Population	Industry Jobs	Earnings Per Job	5-Year Projected Industry Job Growth	Industry \$ Output	Airports
MARTIN COUNTY	160,418	1,034	\$95,206	17%	\$159M	6
TREASURE COAST	720,063	2,254	\$90,058	1%	\$390.9M	36
SOUTH FLORIDA	6,158,933	46,497	\$106,895	9%	\$8.7B	35

Source: Lightcast, Federal Aviation Administration
v. May 2023

Save the Date

EXPORT UNIVERSITY

101



28 September 2023
9:00 AM to 5:00PM



IRSC Chastain Campus
2400 SE Salerno Rd, Stuart

**Full Day Program with Export 101
Certificate Presentation and Reception**

PRESENTATION TOPICS:

EXPAND

- Help Manufacturers | Service Providers Grow Business Abroad & in the Global Marketplace

EDUCATE

- Teach New-to-Export Firms How to Develop an Export Initiative

MASTERY

- Raise Skills in International Sales Knowledge

CONNECT

- Introduction to Local, State & Federal Experts

COLLABORATING ORGANIZATIONS:



BUSINESS DEVELOPMENT BOARD
MARTIN COUNTY | FLORIDA

More Information:

Pierre Taschereau



772-486-8410



pierre@bdbmc.org



FY 2024 BUSINESS PLAN



A Stronger Economy is Everyone's Business.

Approved by BDB Board of Directors: May 10, 2023
v. 07142023



The Business Development Board of Martin County continues to gain momentum as it accelerates its work in championing and strengthening Martin County's economy with its investors and partners.

Starting, growing, retaining, and welcoming more job creators and innovators who make direct capital investments in Martin County is core business. Supporting and assisting those who already call Martin County home ensures our economic base remains strong.

Touting Martin County as a place for business keeps our community top of mind as business owners, executives, entrepreneurs and advisors consider new locations for offices, service centers and manufacturing facilities.

Our "Hubs of Excellence" strategy seeks to advance six industry sectors who have 'roots' and are proven to be producers of new dollars, higher-paying jobs and with the promise of increasing the non-residential tax base.

And promoting key strategic areas of opportunity helps focus economic development deals and transactions on parcels and properties ready for business.

There's room for you at the table - join us and become an economic champion for Martin County!

Business Development Board of Martin County



United Economic Leadership



Making The Difference

ABOUT US



The BDB is a 501(c)6 not-for-profit economic development corporation led by a 15-member Board of Directors and staffed by a 4-member professional team with support from a growing number of investors, partners and key advisors.

BDB Officers Eric Kiehn *President* | Susan Rabinowitz *President-Elect* | Tommy Bueno *Secretary* | William "David" Snyder *Treasurer*

BDB Directors Alessandro (Alex) Anzalone | Marshall Critchfield | Councilman Carmine Dipaolo | Patrick Gleason | Reed Hartman | Jeff Leslie | Mayor Troy McDonald | Ron Rose | Thomas Weber | Ed Weinberg | Tom Whittington

BDB Advisors Commissioner Harold Jenkins (Board of County Commissioners Liaison) | Kenneth A. Norman, Esq., Of Counsel

BDB Professional Team Joan K. Goodrich *Executive Director* | Inez van Ravenzwaaij *Programs-Partnerships* | Lynn Smith *Board-Partner Relations* | Pierre Taschereau *Business Development Executive*

BDB PARTNER COUNCIL & MC BIZ TEAM

The BDB is proud to be associated with local, regional, state and federal entities who care for and serve our businesses and companies 24/7/365. Referred to as the **BDB Partner Council** and **MC Biz Team**, the BDB thanks each of them for what they do to strengthen Martin County's economy and for their partnership with us.

- 
- Boys and Girls Club of Martin County
 - CareerSource Research Coast
 - Children's Services Council of Martin County
 - City of Stuart
 - Economic Council
 - Enterprise Florida - Florida Department of Commerce
 - FAU
 - Hobe Sound Chamber of Commerce
 - House of Hope
 - Indiantown Chamber of Commerce
 - IRSC - Chastain Campus

- 
- Jensen Beach Chamber of Commerce
 - Marine Industries Association of the Treasure Coast
 - Martin County Board of County Commissioners
 - Martin County Administration | Airport | Community Development | Growth Management | Office of Tourism
 - Martin County REALTORS of the Treasure Coast
 - Martin County School District
 - One Martin
 - Palm City Chamber of Commerce
 - Project LIFT
 - SBA
 - SBDC @ IRSC
 - Stuart Main Street
 - Stuart/Martin County Chamber of Commerce
 - The Arts Council of Martin County
 - The Community Foundation
 - Treasure Coast Builders Association
 - Treasure Coast Regional Planning Council
 - Treasure Coast SCORE
 - United Way of Martin County
 - Village of Indiantown
 - YMCA of the Treasure Coast
 - Young Professionals of Martin County
- 
- 
- 
- 

VISION

Martin County is recognized as a distinct, vibrant, entrepreneurial community.



MISSION

To champion and strengthen Martin County's economy.

TOP LEVEL METRICS

10 Economic Development Announcements	150K Direct Business Capital Investment Generated	100 Referrals Produced - Received
350 Jobs Created - Retained	50 Pulse Visits Conducted	150K PR-Marketing Impressions, Reach Engagement
\$10M Direct Business Capital Investment Generated	750 Assistance Requests Completed	\$274K Non-County Revenue Generated



CORE BUSINESS SERVICES

Starting, growing, retaining, and welcoming more job creators and innovators to Martin County is core business. The BDB is a one-stop professional services provider for businesses on the move. Here are examples of the value-added services we provide regularly to business owners, executives, and entrepreneurs.



Site Selection

Finding spaces and parcels that match unique requirements.



Market Research

Providing information about consumer-economic trends.



Business Intelligence

Business data and analytics to help drive decisions.



Problem-Solving

Defining alternatives and solutions.



Community Introductions

Making introductions to leaders and resources.



Access to Capital

Identifying potential capital resources to fund projects.



Assistance Programs

Identifying local tools and programs to assist projects.



Talent Recruitment & Workforce Grants



Development Services, Permitting Assistance

Local, state, federal levels.



SAYING YES TO MARTIN COUNTY

During the past few years, the BDB has made 15 economic development announcements which generated the following impacts: 816 new-retained jobs, 1.27 million square feet commercial, industrial, flex space impacted; estimated \$210.1 million in direct capital investment. In addition, the BDB handled more than 1,545 assistance requests during the same time period.



MC GOOD FOR BUSINESS

NOW'S THE TIME TO MAKE BUSINESS MOVES IN MARTIN COUNTY

Launched in FY 2022, the BDB's "Now's the Time" campaign touts Martin County's attributes as a business center while highlighting the stories and testimonials of business owners, executives and entrepreneurs who chose Martin County for business.



Market Attributes

Martin County's top attributes include:

- Strategic location midway between Miami and Orlando
- Positive business climate supported by local business and elected leadership
- New business spaces, shovel-ready sites and wide-ranging land opportunities
- Redundant fiber-optic infrastructure high-speed internet connections in rural settings
- Innovative community investments in talent-workforce development
- Distinctive family-focused live-work environment



Through the lens of the "Hubs of Excellence" strategy, messages and digital marketing are targeted in South Florida, along the Treasure Coast, in the Greater Orlando, Space Coast and Tallahassee regions.



Martin County's business brand leans into the community's desires for low-scale development-density and economic development that is not "everywhere USA."

HUBS OF EXCELLENCE



AVIATION
AEROSPACE



MARINE



CLEAN
GREEN TECH



AGRIBUSINESS
EQUESTRIAN



HEALTHCARE
MEDICAL TECH



INFORMATION
TECHNOLOGY

Martin County's industry focus areas - Hubs of Excellence - help to build economic vibrancy, prosperity and jobs. In FY 2024, the BDB will add a third hub to its business development strategy. Concentrated efforts to tout and recruit **aviation-aerospace**, **marine** and **healthcare-medical tech** opportunities will be at the center of the team's efforts and activities featuring:

- Asset Mapping
- Industry Profiles and Events
- Familiarization Tours
- Assistance Toolkit
- Trade Shows, Forums and Conferences
- Industry Associations & Partnerships
- VIP Events with Industry and Community Partners



Aviation-Aerospace Targets: Drone manufacturers, electric propulsion, 3D printers (additive manufacturers), maintenance repair-overhaul (MRO) and aerospace defense contractors.

Marine Targets: Electric boats and motors, radar systems, yacht manufacturing, yacht repair, metal work and CNC, composite fabrications, marine sports manufacturers.

Healthcare-Medical Tech Targets: Digital healthcare, medical device manufacturers, therapeutics and diagnostics, biotech, life sciences.

GROWING OUR OWN

Businesses and Talent



PULSE: A Listening and Responding System for Local Business Retention & Expansion

One-on-one **Pulse Visits** with local companies is at the heart of our efforts to ensure we have a broad, responsive business retention and expansion system in place. During each visit, the team 1) takes a 'pulse' on how business is going; 2) problem solves and provides resources as needed and 3) thanks each owner, entrepreneur and executive for choosing Martin County for their business.

Zoom Pulse Visits and/or **Online Pulse Surveys** also occur when leaders are unable to meet in person. The **Pulse Report** is released each Fall so area leaders and policymakers can better understand the needs and wants of local businesses and companies.



Highly Collaborative Talent Advancement Team Leading the Way

A strong talent pool with 21st century skills is now the top location criteria for businesses as they consider locations for new sites and facilities generating highly sought-after jobs and capital investment.

In response to an extraordinary community-led effort to build talent-workforce development capacity, the BDB continues to host the **Talent Advancement Team** so partners, employers, educators and other interested leaders can stay connected and help implement collaborative activities designed to increase Martin County's talent pool, align its talent pipeline, and improve local labor market conditions.



FY 2022 Martin County Pulse Report

A Stronger Economy is Everyone's Business.



AREAS OF OPPORTUNITY

The BDB is focused on attracting and retaining jobs and capital investments in a variety of places where private and/or public investments have already been or are in the works.

Additional ready-to-go space is needed and anticipated to meet the long-term needs of the Hubs of Excellence. To view the latest list of commercial real estate opportunities in Martin County, visit bdbmc.org.



MC East (East of the Florida Turnpike)

- **Witham Field:** General Aviation Airport
- **Martin County Innovation Hub:** 2,150+ acres



- **IRSC – Cleveland Clinic South Area:** 76 acres
- **Martin County Community Redevelopment Areas:** Jensen Beach (67 acres), Río (542 acres), Golden Gate (379 acres), Hobe Sound (1,023 acres), Port Salerno (860 acres) and Old Palm City (609 acres)
- **City of Stuart Redevelopment Area:** 1,168 acres both north and south of the Roosevelt Bridge



MC West (West of the Florida Turnpike)

- **Sunrise Grove Commerce Center:** 1,700 Acres of Prime Land in Palm City
- **Martin Commerce Park Palm City:** 250 acres
- **Seven J’s Industrial Park Palm City:** 1,300 acres
- **Newfield Palm City:** 300 acres for R&D, light industrial, office users
- **South Florida Gateway Distribution Center, Palm City:** Master-planned, mixed-use development with Kanner Highway frontage – 500,000 to 1,500,000 SF available for lease
- **Sands Commerce Center, Palm City:** Long-term lease opportunities (3,200 sf to 230,000 sf.)
- **Bynum Land Parcel, Indiantown:** 606 acres
- **Florida Commerce Park, Indiantown:** 100 acres shovel-ready
- **Floridian Industrial Parcel, Indiantown:** 145 acres
- **FPL Indiantown Cogeneration:** 200 acres
- **Indiantown Marine Center:** 33 acres, site-ready for large boat builders > than 160’
- **Indiantown Airport:** 1,000+ acres

CORE LEADERSHIP

The BDB is fortunate to have an **incredible core leadership team in place** to execute on all aspects of the FY 2024 Business Plan.

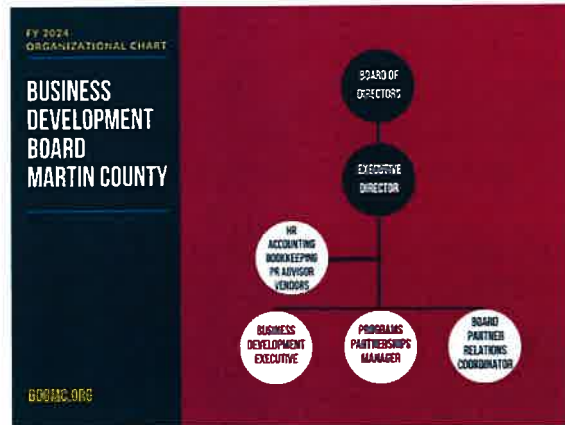
The 15-member Board of Directors plus four full-time professionals are **committed to driving performance and delivering professional services** to the BDB's prospects, clients, investors and partners.

It is anticipated that the BDB will be moving its offices into the Innovation Hub in FY 2024 thanks to a **growing partnership** with Indian River State College Chastain Campus.

The **BDB Leadership Engagement Model** is expected to expand in FY 2024 with the goal of increasing revenues-partnerships to fuel the enhanced work of economic development while reducing the County's percentage of total income.

BDB Leadership teams expected to be active in FY 2024 and driving Business Plan forward include:

- Executive Committee
- Board of Directors
- Partner Council
- Talent Advancement Team
- Corporate Council
- Economic Champions Corps (NEW!)





FUNDERS & INVESTORS

As a public-private economic development partnership, the BDB is funded in part by the Martin County Board of County Commissioners through an unprecedented 10-year contract (approved in October 2019) to deliver economic development services. Local businesses, municipalities and non-profit entities also provide crucial funding to drive economic development initiatives forward. We thank each of them for their partnerships and support.





STAIRPARTS



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Learning Center

Manpower

Sky Blue Jet Aviation

West Advisory

ACTION PLAN

The BDB's action plan is assessed, monitored and reported monthly and quarterly to its leaders, investors and partners to ensure accountability, focus, level of service and impact. Each item has been assigned, has timing to it and is financially resourced (details in parentheses) unless otherwise noted.

Professional Team Key: BDE – Business Development Executive, BPR – Board-Partner Relations Coordinator, ED – Executive Director, PPM – Programs-Partnerships Manager, PRA – Public Relations Advisor

1. Provide **on-demand services** to economic development leads, prospects, and clients which generate: 10 economic development announcements | creation-retention of 350 jobs | absorption-creation of 150,000 square feet of commercial-office-industrial-flex space | \$10 million in capital investment. *(BDE | ED | Continuous | Existing Resources)*
2. Continue to execute the **Hubs of Excellence business development strategy** focused on industry profiling, storytelling, FAM tours, VIP events and industry trade shows to cultivate aviation-aerospace, marine, and healthcare-medical tech leads and prospects for Martin County. *(BDE | Continuous | Existing Resources)*
3. Continue to implement the **“Now’s the Time” digital and social marketing campaign with area CEO Testimonials** designed to increase the number of economic development leads and prospects. *(ED | PRA | BPR | Outside Resources | Continuous | Existing Resources)*
4. Refresh **BDB Website** to better connect with business development, sales and marketing of Martin County, Florida while positioning the BDB as the go-to economic development entity. *(ED | Outside Resources | \$7,500)*
5. Host one (1) **Commercial Real Estate Forum** and two (2) **Industry Events**; publish the inaugural **Marine Asset Map**; and attend **MRO Americas 2024** to keep a pulse on the needs and trends associated with **three of Martin County’s Hubs of Excellence (Aviation-Aerospace, Marine, Healthcare-MedTech)**. *(BDE, Outside Resources | 2Q, 3Q, 4Q | Existing Resources, Underwriting)*
6. Continue the **Pulse Program** and visit at least **50 businesses** with Board members, investors, and partners to build relationships, identify at-risk businesses and provide business assistance as needed. *(PPM | All | Continuous with Yearly Report in 4Q | Existing Resources)*
7. Continue the **Corporate Council** to lead the Pulse Program, support the Hubs of Excellence Industry Development efforts and poll Martin County businesses about conditions and outlooks. *(PPM | BDE | Continuous | Existing Resources)*

ACTION PLAN

8. Produce the **2023 Pulse Report** and **2024 Business Resource and Talent-Workforce Guides** (PPM | ED | 3Q | Existing Resources, Underwriting)
9. Host **Export University 201** designed to grow Martin County exports and imports. (BDE | 4Q | Existing Resources)
10. Continue the **Talent Advancement Team** and produce the **2024 Future of Work-Learning Event**. (PPM | 2Q | Existing Resources)
11. Develop **Innovation Hub Branding Package** with Partners. (ED | 4Q | \$7,500)
12. Execute a new **Martin County Land and Properties Campaign** designed to spotlight economic development areas of opportunities. (BDE | ED | Continuous | Existing Resources, Underwriting)
13. Produce the **2023 Martin County Business Awards Event**. (PPM | BPR | 1Q | Existing Resources, Underwriting)
14. Produce the **2024 BDB Leaders Summit**. (ED | BPR | Outside Resources | 3Q | Existing Resources, Underwriting)
15. Host 2 **Economic Champions Events**. (PPM | BPR | 2Q, 4Q | Existing Resources, Underwriting)
16. Launch the **Economic Champions Council** and continue the **Partner Council**. (PPM | BPR | Quarterly | Existing Resources)
17. Generate **\$274k in non-County revenue** and **recruit-retain leaders** to support FY 2024 Business Plan. (ED / Board of Directors | Existing Resources)



FY 2024 BUDGET

Revenues	FY 2024 Proposed	FY 2023 Projected	FY 2023 Approved	FY 2022 Actual	Notes
Annual Contributions (Investors)	\$175,000	\$125,000	\$205,000	\$63,750	City of Stuart, Village of Indiantown, Private and Non-Profit Sectors
County Income	\$450,000	\$450,000	\$450,000	\$450,000	Year 5 of 10-Year Contract
Partner Income	\$0	\$0	\$5,000	\$0	Moved to annual contributions line item.
Sponsorship-Underwriting Income	\$67,500	\$40,000	\$45,000	\$30,965	Annual Biz Awards, Leaders Summit, Pulse Program, Industry Forum, CRE Forum, Export University and Economic Champion Events
Admission-Program Fees	\$8,000	\$4,000	\$1,250	\$0	Annual Biz Awards, Industry Events
Grants & Aids	\$0	\$0	\$0	\$0	
In-Kind Contributions	\$24,000	\$24,000	\$24,000	\$12,320	Legal Services
Interest Income	\$100	\$100	\$100	\$0	
Miscellaneous Income	\$0	\$0	\$0	\$37,651	
Total Revenues	\$724,600.00	\$643,100.00	\$730,350.00	\$594,686.00	County Income % = 62%

Expenses	FY 2024 Proposed	FY 2023 Approved	FY 2022 Actual	Notes
Business Development-Marketing	\$40,000	\$53,000	\$39,079	Website, Collateral, FAM Tours, Trade Shows, VIP Event, CRE Forum, CEO Series, Aviation Event, Digital-Social
ED Programs-Services	\$10,000	\$20,000	\$11,508	Pulse, Talent
Events-Programs	\$50,000	\$40,000	\$21,692	Biz Awards, Leaders Summit, Local Events
Computers-Software	\$4,000	\$6,300	\$2,224	Equipment, Domains, Office 365
Fees & Charges	\$1,000	\$0	\$0	Positive Pay, PayPal Charges
In-kind Services	\$24,000	\$24,000	\$12,320	Legal Services
Insurance	\$5,000	\$5,440	\$5,595	Liability, WC, D&O, Crime
Memberships	\$10,000	\$9,960	\$5,797	Industry-Professional Associations, Chambers
Occupancy	\$24,000	\$28,500	\$30,555	Rent, Cleaning, Electric
Office: General	\$10,000	\$12,200	\$10,884	Copies, Storage, Supplies
Other: Reserve, Contingency	\$7,000	\$7,000	\$0	1%
Outside Services	\$65,500	\$76,800	\$55,034	Audit-Bookkeeping-Design-PR-Payroll-HR
Payroll-Benefits	\$436,000	\$397,000	\$290,000	4 FTEs – Administrative Coordinator (upgrade from existing Admin. Asst.), Business Development Executive, Executive Director, Programs & Partnerships Manager (upgrade from existing Economic Development Coordinator)
Postage-Postal Services	\$1,000	\$1,400	\$488	Postage, Delivery
Printing	\$5,000	\$5,000	\$4,300	Annual Report, Other
Professional Development	\$8,000	\$9,500	\$4,197	IEDC, FEDC, Other
Subscriptions	\$11,000	\$12,065	\$9,122	CoStar, HubSpot, Intuit
Tech-Communications	\$6,600	\$13,200	\$11,232	Office, Cell, Internet
Travel-Entertainment	\$6,500	\$11,000	\$2,150	Tallahassee, Industry
Total Expenses	\$724,600.00	\$732,365.00	\$516,177.00	
Net Income (Loss)	\$0	\$0	\$78,509.00	

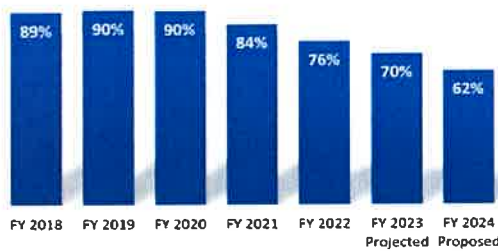
Business Plan Assumptions

Increase value through quality services-products-experiences to drive top-level metrics	% of County Income to Total Income will decline by at least 5%	Non-County Revenue will increase by at least 25% (from FY 2022 actuals)	Maintain % of Core Business Expenses at Non-Profit Industry Standard for Highest Ranking Entities (85%)
Fill gap in program management and build capacity in partnership development, community outreach and investor-client services.	FY 2024 Proposed: 62% FY 2023 Projected: 70% FY 2022: 76% FY 2021: 84%	FY 2022: \$132,366 FY 2021: \$76,778	FY 2022: 86% FY 2021: 87%

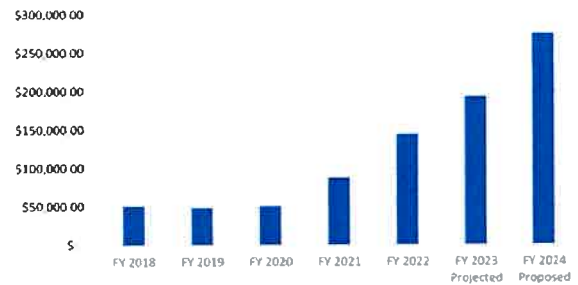
PERFORMANCE

Financial - ROI - Business Development

County % of Total BDB Revenues

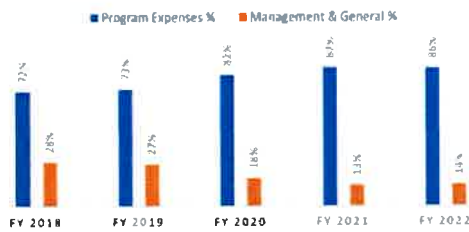


BDB Non-County Revenue Trends

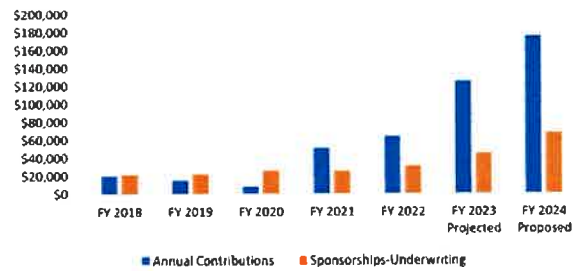


BDB 5-Year Functional Expense Trends

Programs vs Management-General
FY 2018 - FY 2022



BDB Annual Contributions-Sponsorship Trends

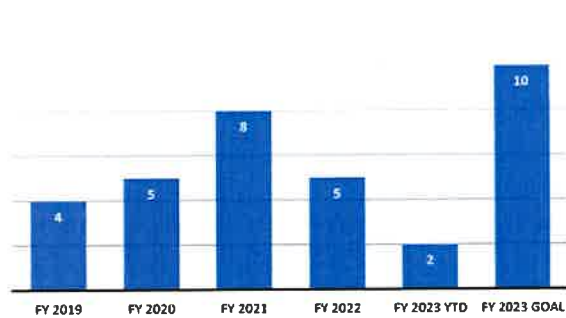


BDB Return on Investment

(Total Direct Capital Investment +
BDB Operating Expenses)



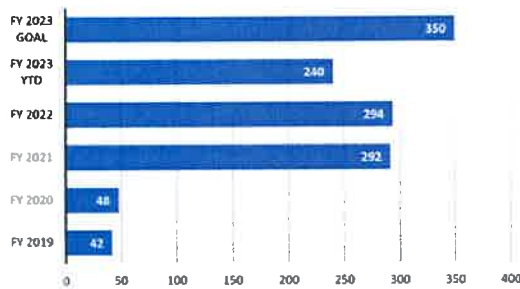
**BDB Economic Development
Announcements**



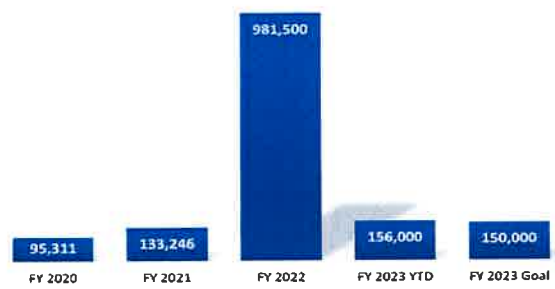
PERFORMANCE

Financial - ROI - Business Development

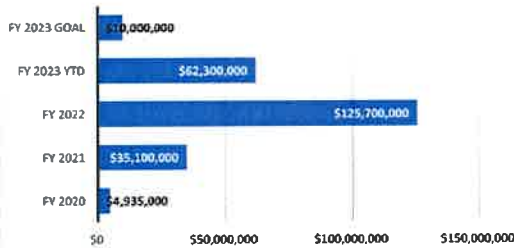
BDB Jobs Impact



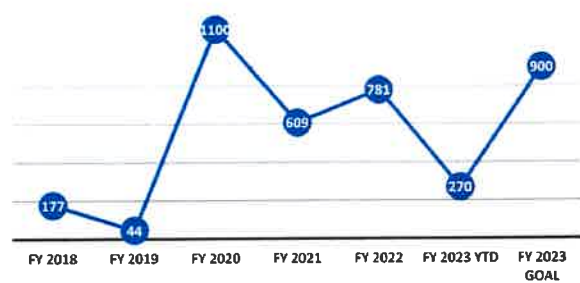
BDB Square Footage Impact



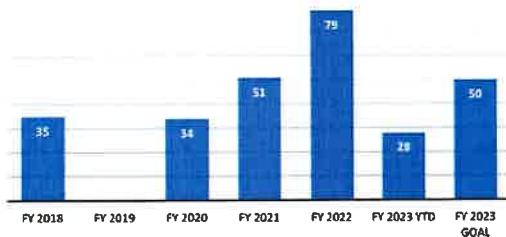
BDB \$ Direct Capital Investment



BDB Businesses Assisted



BDB Pulse (BRE) Visits



TIMING IS EVERYTHING

NOW'S THE TIME TO MAKE BUSINESS MOVES IN MARTIN COUNTY, FLORIDA

- 🕒 MIDWAY BETWEEN MIAMI AND ORLANDO
- 🕒 LEASE, BUY, BUILD-TO-SUIT, PERMIT READY SITES
- 🕒 INTERSTATE, RAIL, BUSINESS AVIATION, THE GREAT LOOP
ONLY CROSS-STATE INLAND WATERWAY ACCESS
- 🕒 REDUNDANT FIBER OPTIC COMMUNICATIONS
- 🕒 DISTINCTIVE FAMILY-FOCUSED LIVE-WORK ENVIRONMENT



LET'S TALK TODAY.

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A Stronger Economy is Everyone's Business.

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