



Executive Committee Agenda, Friday, May 17, 2024 – 8:30 – 10:00 am
Children’s Services Council of Martin County, 101 SE Central Pkwy, Stuart, FL 34994

Board of Directors Agenda, Wednesday, May 22, 2024 – 8:30 – 10:00 am
Indian River State College, Chastain Campus, 2400 SE Salerno Road, Stuart, FL 34994

ADDENDUM

EXECUTIVE COMMITTEE (EC) COMMENTS IN ITALICS

This addendum contains notes and recommendations from Executive Committee.

1. 8:30 am **Call to Order and Roll Call** – Susan Rabinowitz, President
2. 8:35 am **Comments**
 - a. Partners
 - b. Public
3. 8:40 am **Approvals**
 - a. Minutes
 - **Executive Committee** recommends approval of the minutes [McDonald/Romence]:
 1. Executive Committee April 19, 2024
 2. Board of Directors April 24, 2024
 3. Search Committee April 16, 2024
 4. Search Committee May 6, 2024
 - b. Financial Reports
 - **Executive Committee** recommends approval to receive the reports [McDonald/Romence].
 - c. Bylaws Amendment
 - **Executive Committee** recommends approval of the Bylaws Amendment [Romence /McDonald].
 - d. Budget and Business Plan for FY25
 - **Executive Committee** recommends approval of the Budget & Business Plan [Romence /McDonald].
 - e. Lease renewal – Monterey Commons
 - **Executive Committee** recommends approval of the lease renewal [McDonald/Romence].
4. 9:10 am **Discussions**
 - a. Executive Director Recruiting – Monthly Update
 - b. Staff Transition
 - **Executive Committee** discussion. Dan Hudson gave a general update on staffing and transition plans with special emphasis on workload considering the departure of Pierre Taschereau. Hudson recommends holding off on filling the Business Development Executive position until the new Executive Director is hired. Hudson

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noted that he is meeting with a consultant (Business Flare) immediately following the Executive Committee meeting to discuss interim arrangements.

- **PLEASE SEE attached SUPPLEMENTAL MEMO for staff recommendation.**

5. 9:30am Reports | Presentations

a. Investor Report

- **Executive Committee discussion.** *Inez van Ravenzwaaij gave a report on Investor contributions. Executive Committee discussed whether to list the Investors by category or to include actual contributions.*

- **PLEASE SEE attached REVISED REPORT without amounts contributed.**

b. Manufacturing Roundtable Report

c. Draft Annual Report to be presented at the meeting

d. Business Development Update is temporarily on hold

6. 9:45 am Director Comments

7. 10:00 am Adjourn

Upcoming Meetings | Events

Distinguished Speaker Event, Monday June 3, 2024 – 11:00 am

Hutchinson Shores Resort and Spa, 3793 NE Ocean Blvd, Jensen Beach 34957

Executive Committee Agenda, Friday, June 21, 2024 – 8:30 – 10:00 am

Children’s Services Council of Martin County, 101 SE Central Pkwy, Stuart, FL 34994

Board of Directors Agenda, Wednesday, June 26, 2024 – 8:30 – 10:00 am

Children’s Services Council of Martin County, 101 SE Central Pkwy, Stuart, FL 34994

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To: President & Members, Executive Committee, Board of Directors
From: Dan Hudson, Interim Executive Director
Subject: Staff Transition
Date: Executive Committee Meeting – May 17, 2024
Board of Directors Meeting – May 22, 2024

SUPPLEMENTAL MEMORANDUM

SUMMARY: This item is to discuss staffing arrangements in light of the pending vacancy of the Business Development Executive. Staff has developed arrangements with Business Flare, a firm specializing in economic development and with local knowledge.

RECOMMENDATION. Motion to approve the proposed scope of service for Business Flare and authorize Interim Executive Director to finalize arrangements.

Discussion

Pierre Taschereau has accepted a position elsewhere. Consensus opinion is to keep the position open in order for the new Executive Director to hire the individual.

Interim Executive Director met with Business Flare founder Kevin Crowder on Friday May 17, 2024 following the Executive Committee meeting. The firm specializes in economic development practice. Business Flare is headquartered in North Miami, with an office in Stuart and other locations around the state.

Business Flare has very deep local knowledgeable, having done work for both the City of Stuart and Martin County. Kevin Crowder led the team effort producing the Innovation Hub plans (the commercial area between Dixie and US1 in south Stuart) and is currently engaged in updating the economic development toolkit for Martin County.

Business Flare proposes to perform the Business Attraction and Expansion Services for a flat fee of \$10,000 per month with no limit on hours (PLEASE SEE attached Scope of Services along with a summary of the firm). Funding is available from attrition due to the vacancies.

[end]

Scope of Work

1. Business Attraction and Expansion – Project manage the BDB’s business expansion and attraction projects, including assistance with site identification, incentive and tool kit applications, meeting coordination, and all other tasks necessary to complete the pending projects, and new attraction and expansion projects that are submitted to the BDB.
2. Provide all support services necessary to effectuate Task #1, including administrative, real estate, market research, preliminary site fitment, economic and financial feasibility assessments, and impact analysis.
3. Coordinate with Martin County and other agencies as needed to facilitate and assist the projects.
4. Develop and deploy the Martin County Street Economics dashboard, consolidating real estate, economy, workforce and labor, demographic, and foot traffic information into one platform with ongoing insights and at least quarterly updates, for use in business attraction, retention and other BDB initiatives. This task also includes customized data discovery sessions with prospects.

Fee: \$10,000 per month

Term: 6 months, can be renewed at the BDB’s sole option on a month-by-month or other term as desired by the BDB.

Additional Services, at the BDB’s direction and request

1. Participate in Pulse Visits or other meetings as directed.
2. Coordinate the periodic manufacturers' roundtable.
3. Begin branding framework for Innovation Hub.

Fee: \$345 per hour and/or a flat fee for some services can also be provided.

Term: To be defined by the Client.

About BusinessFlare®

BusinessFlare® is an awesome collaborative enterprise focused on economic development and design with offices in Stuart, North Miami, and New Port Richey, Florida. We specialize in economic, fiscal, and real estate analysis and realistic planning and implementation of economic development, redevelopment, and revitalization strategies for downtowns, neighborhoods, cities, and counties.

Our team excels at using an entrepreneurial approach to find the right balance between financial and market feasibility, quality of life, regulatory efficiency, and design, identity and brand for each client's unique characteristics.

We have recently worked on projects such as the Martin County Innovation Hub, a Commercial and Industrial Real Estate Assessment for the City of Stuart, economic and financial feasibility for the new International Swimming Hall of Fame, the rebranding of the Village of Palm Springs, a market analysis and real estate needs assessment for the City of Parkland, the economic development strategy for Wooster, Ohio and for Carbondale, Illinois, developer attraction for the 26-acre Covington Central Riverfront District in Covington, Kentucky, and the housing blueprint for West Coconut Grove. We also serve as the economic development department for the City of Homestead and as the Finance Director for the City of Dade City. Since 2018, BusinessFlare® has worked on economic development and redevelopment in 115 communities and on projects representing over \$5 billion in private investment.

Kevin S. Crowder, EDP

Kevin S. Crowder is the Founder of BusinessFlare®. He is an expert in business and entrepreneurial assistance, private capital investment, market research, public-private partnerships, redevelopment programs, and government affairs. He conducts detailed economic, fiscal, market, and opportunity analysis for local governments and private businesses and specializes in identifying tactics for economic growth based on meaningful data and the understanding of the potential of a place. He is an entrepreneur with ventures that include Goodnight's Red River Spice Company and BusinessFlare® spinoff Street Economics™, and one highlight of his professional experience was 17 years with the City of Miami Beach as the Director of Economic Development and Government Affairs. He is a veteran of the U.S. Army.

Contact:

Kevin Crowder, EDP, Founder

305.281.2279

kevin@BusinessFlare.net

www.BusinessFlare.net





To: President & Members, Executive Committee, Board of Directors
From: Inez van Ravenzwaaij, Programs & Partnerships
Subject: Investor Report – Monthly Update
Date: Executive Committee Meeting – May 17
 Board of Directors Meeting – May 22

SUMMARY: Fundraising for the investor program and private sector funds is ongoing, with much of the focus currently on renewals.

INVESTOR REVENUE (Private only):

Current thru April	\$13,500
New	\$9,500
Pending	\$2,000
Renewals May-Sep	\$35,500
Total	\$60,500

CURRENT INVESTORS:

County & Municipal Leadership: Martin County Board of Commissioners, City of Stuart, Village of Indiantown

Leadership Council: Bank of America

Corporate Council:

- C&W Technologies (Renewal May)
- FPL
- Mattamy Homes (NEW)
- Martin County REALTORS Association

Entrepreneur Council:

- Colliers
- Evergreen Private Care
- MidFlorida Credit Union
- TD Bank
- PNC Bank (Renewal May)
- Seacoast Bank

Economic Champions:

- Comcast Business (Renewal in process)
- Express Professionals (NEW)
- First Citizens Bank
- Growth Squad (Renewal June)
- Manpower South Florida
- South Florida District Export Council
- South State Bank (NEW)
- West Advisory (Renewal in Process)

RECOMMENDATION: To thank investors as you engage with them in the community for their support, like, share, and comment on social media posts, and share potential investor leads with the team.

Leaders who engage with the BDB can gain valuable industry and policy insights, grow executive-level networks, build partnerships, add their voice to key issues, and extend their leadership to and reach others who want to address challenges and further economic opportunities in Martin County, FL. We invite you to join us as we build a vibrant, future economy for one of Florida's highly distinctive and emerging entrepreneurial communities.

CEO Council

\$25,000

- Seat on the CEO Council – Drives business recruitment and stewards Martin County business reputation
- Recognition in all marketing and research collateral as a top economic-community leader
- Opportunity for CEO Profile
- Participation in Recruitment and Hosting for New Relocations
- Full Page Ad in Annual Business Resource Guide
- Gold Sponsor Status (includes 2 tables) at BDB Signature Event(s)
- Complimentary tickets (10) to all BDB 'Investor Only' Events
- Company representatives have opportunity to serve on all BDB Councils and Action Teams
- All subsequent investor benefits are available at this level

Leadership Council

\$10,000

- Seat on the Leadership Council – Leads efforts to improve MC's business climate and economic competitiveness.
- Participation in Recruitment and Hosting for New Relocations

- Half Page Ad in Annual Business Resource Guide
- Silver Sponsor Status (includes 1 table) at BDB Signature Event(s)
- Complimentary tickets (8) to all BDB 'Investor Only' Events
- Investor Honor Roll and Directory with Company Logo and Home Page Link
- Company representatives have opportunity to serve on 7 BDB Councils and Action Teams
- All subsequent investor benefits are available at this level

Corporate Council

\$5,000

- Seat on the Corporate Council – Guides industry development and business retention-expansion efforts
- Bronze Sponsor Status (includes 1 table) at BDB Signature Event(s)
- Complimentary tickets (6) to all BDB 'Investor Only' Events
- Opportunity for MC and Investor Spotlight Testimonials with Headshot
- Company representatives have the opportunity to serve on 6 BDB Councils and Teams
- All subsequent investor benefits are available at this level

Entrepreneur Council

\$2,500

- Seat on the Entrepreneur Council – Works to improve MC's start-up scene and business assistance approach
- Complimentary tickets (4) for BDB Signature and 'Investor Only' Event(s)
- Opportunity for MC and Investor Spotlight Testimonials
- Company representatives have opportunity to serve on 5 BDB Councils and Action Teams
- All subsequent investor benefits are available at this level

Economic Champions Council

\$1,000

- Seat on Champions Corps – Helps to improve economic development knowledge and understanding
- Complimentary tickets (2) for BDB Signature and 'Investor Only' Event(s)
- Investor Honor Roll and Directory with Company Name
- Opportunity to share news, advertise and receive 'First to Know' communications from the BDB
- Company representatives have the opportunity to serve on 3 BDB Councils and Teams

BDB Investor Levels at a Glance

Investor Privileges + Benefits	CEO \$25,000	Leadership \$10,000	Corporate \$5,000	Entrepreneur \$2,500	Economic Champions \$1,000
Official Number of Reps	Unlimited	4	3	2	1
Council Leadership Profile	Area CEOs, Founders and Regional Market Leaders	Top Public-Private Leaders Next Generation Leadership	Industry Leaders	Entrepreneurs, Capital Leaders, Service Providers	Champions for MC's Economy Subject Matter Experts
Opportunity to Serve on Councils and Provide Input	CEO Council	Competitiveness Council	Corporate Council	Entrepreneur Council	Champions Corps
Council Focus	Drives business recruitment and stewards MC business reputation	Leads efforts to improve MC's business climate and economic competitiveness	Guides industry development ("hubs") and business retention-expansion	Works to improve MC's Start-Up scene and business assistance approach	Helps to build MC's economic development knowledge & understanding;
Participate on BDB Event Host Committees	■	■	■	■	■
Participate on Talent Advancement Team	■	■	■	■	■
Participate on 1:1 Visits	■	■	■		
Online (and in Print) Investor Honor Roll and Directory	Company Logo with Link on Home Page	Company Logo with Link on Home Page	Company Logo	Company Name	Company Name
Opportunity to Share News and be an Advertiser	■	■	■	■	■
Opportunity for MC and Investor Spotlights	Quote with Headshot	Quote with Headshot	Quote with Headshot	Quote	Quote
Complimentary tickets to BDB 'Investor Only' Events	10	8	6	4	2
Complimentary tickets for BDB Signature Event(s)	Sponsorship with Tables			4	2
Official Sponsor (includes tables) at BDB Signature Event(s)	Gold Sponsor (2 tables)	Silver Sponsor (1 table)	Bronze Sponsor (1 table)		
Participation in Recruitment and Hosting	■	■			
Opportunity for CEO Profile	■				
Recognition in all BDB collateral and reports as a top economic-community leader	■				

Questions? Contact Inez van Ravenzwaaij at 772-872-2660 or inez@bdbmc.org