



April 15, 2020

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

RE: 2nd Quarter FY 2020 Report – January 1 – March 31, 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 2nd Quarter Report for FY 2020 and an invoice for economic development services rendered. Key quarterly highlights include:

- Announced the start-up, expansion and retention of three businesses (PuroClean, Hani Honey Company and Cape Diem Market) in Martin County
- Produced the School District's 2020 Professional Development Day Business Tours on January 17, 2020
- Continued advocacy to Governor Ron DeSantis and the Department of Economic Opportunity to award Martin County a Florida Job Growth Grant for the Seven J's Industrial Park Septic-to-Sewer Utilities Infrastructure Project
- Hired James Carroll and promoted Kate Muscarella as Economic Development Coordinators to better serve prospects and clients while assisting with key business plan initiatives and programs
- Conducted the inaugural BDBMC Commercial Real Estate, Banking & Finance Roundtable on January 30, 2020 in conjunction with key County and real estate association partners
- Recommended to (and received permission by) the Board of County Commissioners to prepare a voter referendum ballot item seeking to reauthorize the Economic Development Ad Valorem Tax Exemption Program in 2020
- Began planning a new Martin County Industry Bootcamp for high school seniors following graduation
- Relaunched our Business Retention and Expansion Program with Board support
- And in mid-March, pivoted to our key role as Martin County's Business Response team for COVID-19.

Finally, we completed our annual audit of FY 2019 Financial Statements dated September 30, 2019, published our FY 2019 Annual Report and filed our annual 990 form with the IRS which are also enclosed. Please let me know of any questions and thank you for your continued partnership.

Sincerely yours,

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

cc: Dura Loving, Contract Compliance Specialist

Attachments

1002 SE Monterey Commons Blvd. - Ste. 207
Stuart, FL 34996
772-221.1380 office
www.bdbmc.org

Championing and Strengthening Martin County's Economy



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FY 2020 Performance Report – January – March 2020

ANNOUNCED PROJECTS

Economic Development (ED) Projects

	Y-T-D Totals	Annual Goal
Number of Projects	3	15
Square Feet	4,500	100,000
Number of Jobs	4	450
Capital Investment	\$310,000	\$5 Million

2Q Announced Projects who received BDBMC assistance include: PuroClean, Hani Honey Company and Carpe Diem Market.

PROSPECTS – LEADS ACTIVITY

As of March 31, 2020, the BDBMC staff team is working with 18 prospects with the potential to create and retain 694 jobs, impact 694,105 sq. feet of commercial-industrial-office-flex space and invest more than \$126 million in Martin County.

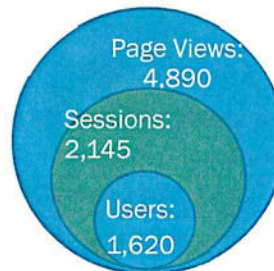
COVID-19 CALL ACTIVITY

In mid-March, the BDBMC established a COVID-19 hot line and began to initiate calls to key clients, employers and industry leaders. From March 17 to March 31, calls made and received totaled 130. See additional COVID-19 notes under “Key Other Activities” on page 2.

PR - COMMUNICATIONS

Issued 3 *Economy Matters* e-newsletters during the 2Q and began two weekly e-blasts for COVID-19 – one highlighting news and business resources and the other for “Stories of Triumph” to help shine a light on the innovations occurring within our economy. Also began promoting Support Local initiatives and messaging to help mitigate the short-term effects of the State’s Safer at Home, Essential Services and Activities policies.

2Q Website Users, Sessions, Page Views



Monthly Social Media Posts

Facebook: 10
 LinkedIn: TBA
Followers
 Facebook: 2,182
 LinkedIn: TBA

BUSINESS ASSISTANCE - ENTREPRENEURSHIP



Small Business Resource Guides
 Mailed to Business Tax Receipt Holders 2Q: 238 YTD: 399
 Annual Goal: 1,000

Note: Next BAP Program scheduled to start in May 2020 and pending phases of COVID-19 pandemic.



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FY 2020 Performance Report – January – March 2020

INDUSTRY RETENTION-EXPANSION

Local Business Visits



Industry Roundtables



Goal: 2
To Date: 1

TALENT – WORKFORCE DEVELOPMENT

Workforce Roundtables



Goal: 2
To Date: 0

Local Workforce Readiness Activities

BDBMC conducted 2020 Industry-Guidance Counselors Business Tours on Thursday, January 17, 2020 in conjunction with the Martin County School District.

BUSINESS DEVELOPMENT-MARKETING



Number of Quarterly Users: 41
Number of Users to Date: 129

OTHER KEY ACTIVITIES

Industrial Development Authority met on March 11 to accept an Officer resignation; to elect a new Vice Chairman and to discuss business development and marketing strategies.

On March 17, 2020, the Martin County Board of County Commissioners declared a state of emergency for the COVID-19 pandemic. Since then, the BDBMC has helped to support the County's Emergency Support Function-18 for Business and Industry. Currently the BDBMC is assisting businesses who need help with 1) accessing supplier networks; 2) understanding state and federal loan programs; 3) interpreting changing regulations and legislations and 4) connecting them to technical business assistance for finance, debt strategy, marketing, technology and human resources.



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FY 2020 Business Plan Status – January – March 2020

#	Strategy	Timing	Notes	Status
1	Conduct strategic communications and publish <i>Economy Matters</i> , general business stories, social media	On-Going	Published <i>Economy Matters</i> on January 15, February 18 and March 16. Weekly e-blasts and "Stories of Triumph" initiated for pandemic	
2	Launch and maintain new website	1Q	New Martin County BizHub established on BDBMC website.	
3	Provide on-demand services to leads, prospects, clients	On-Going	Realigning and adding new staff resources during the 2Q has raised levels of service.	
4	Conduct Economic Impact analysis for incentive applications	On-Going	No analysis conducted to date.	
5	Create and launch new Investor engagement model	2Q	Met with select leaders during 2Q to test new framework; feedback may drive adjustments to model following COVID-19.	
6	Attend 2 Outbound Sales Missions with Florida Research Coast Coalition	1Q, 3Q	Attended Chicago Sales Mission, October 6 - 9, 2019	
7	Attend EFI Stakeholder-Board Meetings and Participate in EFI Calls	1Q, 2Q, 3Q	Attended EFI Meeting, January 21 - 23, 2020 in Tallahassee.	
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.	
9	Promote Opportunity Zones	On-Going	Opportunity Zones highlighted in January Roundtable mentioned above.	
10	Create a Martin County Talent-Workforce-Education Brochure	2Q	Asset mapping occurred during 2Q with brochure on hold due to COVID-19.	
11	Create a new Martin County (Re)Development Brochure	1Q	Published "Breaking New Ground Brochure for Chicago Sales Trip	
12	Host 2 Industry Roundtables	1Q, 3Q	Conducted the inaugural CRE-Banking-Finance Roundtable on 1/30/2020.	
13	Visit 50 local business and companies to gauge outlooks	On-Going	Prior to relaunching 1:1 Visitation Strategy (just before COVID-19), companies visited in 2Q totaled 8 with YTD visits at 13. During COVID-19, touchpoints are now by phone and total 130 through 3/31/2020.	
14	Attend industry association meetings – manufacturing, marine and builders	On-Going	Attended February TCBA Chapter Meeting	
15	Produce annual Business Awards + State of the Economy Event	1Q	Event conducted with 260 in attendance and \$26,000 in revenues.	

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FY 2020 Business Plan Status – January – March 2020

#	Strategy	Timing	Notes	Status
16	Produce 3 BAP programs with IRSC and SBDC	1Q, 2Q, 3Q	Planned Spring 2020 BAP Program with SBDC @ IRSC for start on April 13; Now delayed until May 2020 due to COVID-19.	Blue
17	Conduct annual online business survey	2Q	Postponed; COVID-19 surveying continues for the short term.	Blue
18	Distribute Small Business Resource Guide to more than 1,000 businesses	Monthly	To date, 399 guides have been mailed to new BTR holders.	Blue
19	Produce an entrepreneurial ecosystem paper	3Q	Initial asset mapping completed in 2Q while conversations with entrepreneurial leaders and organizations continue.	Blue
20	Participate in regional workforce readiness activities	On-going	BDBMC continues to support regional Workforce Readiness Committee; Served as Facilitators at the Regional Talent Development Meeting on 2/6/2020.	Green
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	Green
22	Enact new MOUs with IRSC and CareerSource Research Coast	2Q	IRSC MOU in process with anticipated consideration by BDBMC Board in May 2020.	Blue
23	Conduct 2 workforce development roundtables	2Q, 4Q	Conducted meetings with select Marine Industry leaders to prepare for yet to be determined roundtable.	Blue
24	Participate in local activities to promote workforce development	On-Going	Planned and executed School District Business Tours on 1/17/2020.	Blue
25	Support and assist County with state-federal grants, as needed	On-Going	Advocacy continued with Governor and DEO during 2Q for Seven Js Industrial Park Job Creation Grant; No decision to date.	Blue
26	With partners, develop a business case for reenacting of Property Tax Abatement Tool	4Q	County approved BDBMC recommendation in Jan. to move forward with voter referendum.	Blue
27	Review and make recommendations for Martin County Toolkit	2Q	BDBMC continues research and discussions with County about updates to Toolkit.	Blue
28	With partners, create a business case for a new in-area industry training center	2Q	No substantial activity in 2Q; On hold due to COVID-19 activities.	Yellow
29	Publish Martin County's Key Indicators to Watch	2Q, 4Q		Red
30	Form a new Partner's Council	Quarterly	Partner Council meeting on 3/6/2020. Since COVID-19, weekly calls on Thursdays, 10:00 a.m. conducted.	Blue

Key: **Green**: Completed **Blue**: In Process **Yellow**: On Hold **Red**: Behind Initial Schedule **White**: Not Started

HOBE SOUND | HUTCHINSON ISLAND | JENSEN BEACH | MARTIN COUNTY | PALM CITY | SEWALL'S POINT | STUART | VILLAGE OF INDIANTOWN

PROFESSIONAL DEVELOPMENT DAY

January 17, 2020
8:00 am – 3:00 pm

BUSINESS TOURS

8:00 am – 3:00 pm

Meet & Greet and Tour of several businesses in Martin County. Learn about each business and how it relates to the courses offered and the certifications obtained.



8:00 am – 9:00 am **Jenkins Landscaping** - 14005 SE Kitchen Creek Rd, Hobe Sound, FL 33455

Jenkins Landscape Company is a family-owned advancement-oriented employer offering a friendly, supportive work environment with a focus on personal and professional growth.

9:30 am – 10:30 am **South Eastern Printing** - 3601 SE Dixie Hwy, Stuart, FL 34997

At Southeastern, we value making a difference in the lives of our associates, our clients and our community. We believe in supporting the communities we serve through charitable donations, acts of service, fundraising and sponsorships.

10:45 am – 11:45 am **Paradigm Precision** - 3651 SE Commerce Ave, Stuart, FL 34997

Paradigm Precision is the premier global independent provider of complex machining, fabrications and assemblies primarily for gas turbine engines.

12:00 pm – 12:30 pm **LUNCH**-1895 Se Flying Fortress Way, Stuart, FL 34996

1:00 pm – 2:30 pm **American Custom Yachts** - 6800 SW Jack James Drive, Stuart, FL 34997

Florida's Premier Custom Yacht Builder and Marine Service Facility, more than just a boatyard, American Custom Yachts' 63-acre marine facility accommodates the construction of ACY's world-famous custom sport fishermen and provides a full range of marine services on site, including yacht repair, repowering and refitting, complete painting services and storage for over 300 vessels.



Return to School



January 24, 2020

The Honorable Ron DeSantis, Governor
The Capitol
400 South Monroe Street
Tallahassee, Florida 32399-0001

Via Email: ron.desantis@eog.myflorida.com

Re: Martin County Industrial Park Septic-to-Sewer Utilities Infrastructure Project Seeks State Partnership and Funding

Dear Governor DeSantis,

Martin County seeks the State's partnership to complete an important Septic-to-Sewer Utilities Infrastructure Project designed to unleash the job creation opportunities at our Seven J's Industrial Park in Palm City, Florida (Martin County), just east of Interstate 95.

There are currently 34 local industrial and commercial business located in the 1,334-acre industrial park with other interested local and new to market users who cannot call this area home because of the antiquated utilities currently onsite and nearby.

Fortunately, the Martin County Board of County Commissioners identified this project as a top priority for our continued economic recovery, diversification and enhancement and I hope you will too.

Martin County submitted a 2019-2020 Florida Job Growth Grant Fund Public Infrastructure Grant Proposal to DEO and is requesting approximately 30% of the total funding for this transformational project.

This project also aligns with your legacy priority of Environmental and Water Stewardship and protects the extraordinary state and federal investments being made to repair infrastructure and improve water quality and flooding in and around this part of the State of Florida.

Therefore, please take the step to add the Seven J's Industrial Park Utilities Extension Project to your list of approved Florida Job Grant Growth projects and thank you for your vision to "build a bolder, brighter, better future for Florida."

Sincerely,

cc: Mr. Ken Lawson, Executive Director, Department of Economic Opportunity
Mr. Jamal Sowell, President/CEO, Enterprise Florida

1002 SE Monterey Commons Blvd. - Ste. 207
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772-221.1380 office
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Championing and Strengthening Martin County's Economy



Martin County Commercial Real Estate Banking & Finance Roundtable Thursday, January 30, 2020 8:30 - 9:45 a.m.

AGENDA

- I. Welcome by the Martin County REALTORS® of the Treasure Coast – Jeff Clark, President of the Board, Coldwell Banker Real Estate
- II. BDBMC Opening Remarks and Self-Introductions – Charlie Page, Vice Chairman, Business Development Board and Vice President Commercial Banking, Chase
- III. Business Development Board of Martin County Updates – Joan K. Goodrich, Executive Director
- IV. Martin County Community Redevelopment Agency Report – Susan Kores, Manager, Office of Community Development
- V. Martin County Property Appraiser Briefing – Karl Andersson, Director of Tax Roll & Appraisal Services
- VI. Martin County Opportunity Zones – Joan K. Goodrich
- VII. Martin County Commercial-Industrial Hot Properties – All – Facilitated by Dan Carmody, Martin County REALTORS® of the Treasure Coast, Olde Florida Realty
- VIII. 2020 Market Perspectives from Roundtable Attendees – All – Facilitated by Joan K. Goodrich
- IX. Closing Remarks and Adjournment – Charlie Page

MARTIN COUNTY | FLORIDA
Distinctive. By Design.

Marketing Website Summary

Data From Google Analytics

Users
1,620
↑ 298.0%

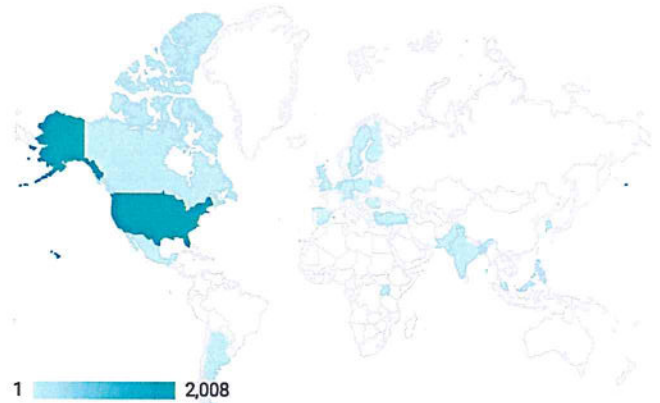
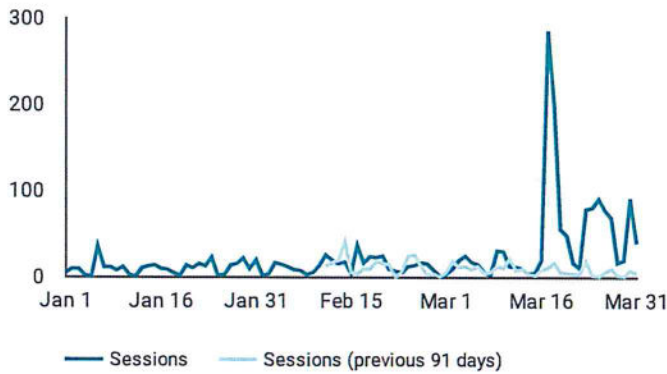
Sessions
2,145
↑ 317.3%

Pageviews
4,890
↑ 255.1%

Bounce Rate
60.8%
↑ 6.0%

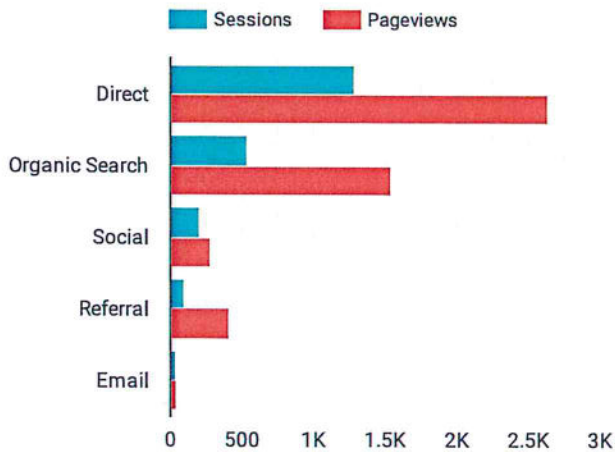
How are site sessions trending?

What are the top countries by sessions?



Which channels are driving engagement?

Goal: Engaged Users



	Country	Sessions	Pageviews
1.	United States	2,008	
2.	Canada	36	
3.	Argentina	33	
4.	(not set)	17	
5.	Germany	10	
6.	India	6	
7.	Poland	3	
8.	Spain	3	
9.	Finland	3	
10.	Netherlands	3	
11.	Philippines	3	
12.	Singapore	3	
13.	Austria	2	
14.	Bangladesh	2	
15.	Sweden	2	
16.	Turkey	1	
17.	Malaysia	1	
18.	South Korea	1	
19.	Switzerland	1	
20.	Pakistan	1	

Engagement by Age & Gender

