



FY 2022 Business Plan



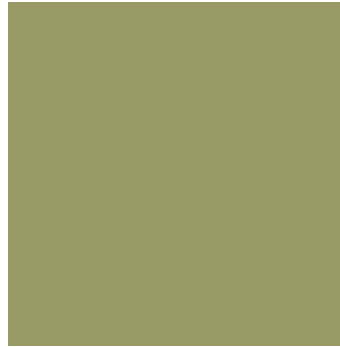
A Stronger Economy is Everyone's Business.

Business Development Board of Martin County
Martin County's Public-Private Partnership for Economic Development

Recommended by Executive Committee for Board Consideration: 5/6/2021

Approved by Board of Directors: 5/13/2021

Submitted to County Administration: 5/27/2021



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Photo Credits

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Introduction

Business, like life, has its cycles.

Anyone who has dedicated time to honing their craft understands this. But there are cycles, and then there are cycles. And at no time in our living memory has there been a cycle quite like this.

We are so fortunate in Martin County that our community rallied, came together and served families that needed it most. Yet who would have imagined that our local businesses and companies would have been so impacted too.

And while we are proud of the work we did with our partners in 2020 and 2021, we are simply awe-struck by the compassion, courage, dedication, inventiveness and resiliency of our business owners, managers, executives, entrepreneurs, and their talented teams.

Through grace and grit, they adapted to “Safer at Home” orders, business closings, re-openings, changing regulations, new programs,

government funding and more – doing whatever was needed to keep doors open, teams employed, customers served, families safe, children educated, and all while answering the call of the community for assistance on demand.

So as the BDB looks forward in FY 2022, and returns to core business, launches our inaugural Hubs of Excellence Marketing & Branding Strategy, begins our new Propel MC initiative for start-ups and entrepreneurs, and seeks to form new partnerships around Martin County’s Talent-Workforce Community Plan, it is with unwavering spirit of doing more and being better that we are prepared to brave the next cycles of business and life together with you.

We’re Ready Martin County. Let’s do this together!



Partnerships and Collaborations Success

Before the pandemic hit, the BDB had formed a Partner Council of local and regional entities and organizations that were interested in working on common initiatives, leveraging resources, and sharing market and business intelligence to establish and sustain a highly collaborative, responsive economic development system in Martin County.

There are more than 30 leaders and representatives from these entities who care and serve our economy and community 24/7/365. And when the pandemic hit, they were all in and pivoted to becoming Martin County's Biz Team. The BDB thanks them for what they do and we consider it a privilege to work alongside and collaborate with them every day.

- 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

**MARTIN COUNTY
BIZ TEAM + HOTLINE**

available daily to answer questions, problem solve, connect, advocate, share market research-business intelligence and more . . .

772.221.1380
info@bdbmc.org

Leadership Team*

BDBMC Officers

- Kate Cotner, President
- Patrick Gleason, Secretary
- Jamil Mikati, Treasurer

BDBMC Directors

- Tomas Bueno
- Marty Carmody
- Scott Fay
- Beth Gaskin
- Eric Kiehn
- Jeff Leslie
- Commissioner Troy McDonald
- Ron Rose
- Doug Sherman
- Councilman Guyton Stone
- Ed Weinberg
- John Yudin, Esq.

BDBMC Counsel

- Ken A. Norman, Esq.

Martin County BoCC Liaison

- Commissioner Harold Jenkins

Staff Team

- Joan K. Goodrich, Executive Director
- James Carroll, EcDev Coordinator
- Ike Crumpler, PR Advisor
- Lynn Smith, Business-Partner Relations

* As of April 26, 2021



Vision

Martin County will be recognized as a distinct, prosperous, entrepreneurial community.

Mission

To champion and strengthen Martin County's economy.



Goals

1. Top Florida Community for Business Start-Ups
2. Top Florida Community for Jobs-Population Ratio
3. Top Florida Community for Announced Economic Development Projects

Objectives

1. Grow Leading Industries and Good Jobs
2. Accelerate Entrepreneurship
3. Build the Next Generation of Talent
4. Be More Business-Friendly
5. Increase Martin County's Attractiveness to Owners, Earners, Learners and Business Visitors

Key Success Metrics

- Number of Economic Development announcements (prospects converted to clients). FY 2022 = **10**
- Number of jobs created and retained. FY 2022 = **450**
- Total square feet of commercial, industrial, flex space absorbed, created, and rehabbed. FY 2022 = **100,000 square feet**
- Total capital investment generated. FY 2022 = **\$5 Million**
- Number of prospects – industry sector, development type, property type, geographic interest. FY 2022 = **4:1 ratio**
- Per capita total worker earnings. **\$28,294** - 2019 Baseline Year
- Per capita earnings by residence. **\$32,649** – 2019 Baseline Year
- Net growth in new business establishments and business formations.
- Brand Awareness-PR-Social Media-Marketing impressions and engagement. FY 2022 = Baseline year for all channels.



Core Business

Starting, Growing, Keeping and Welcoming



Advancing Entrepreneurship

Martin County (MC) knows the value of new start-ups: economic growth & diversification, job creation, wealth-building for families, increased tax base and enhanced community vibrancy and contributions.

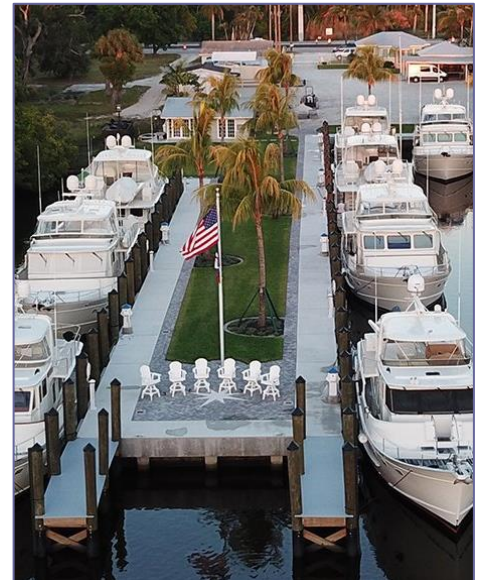
And that is why we've launched *Propel MC*, an entrepreneur-centric initiative designed to build a stronger, more collaborative culture for start-ups in our community including increasing access to capital, supporting stronger business networks, increasing training and mentoring, growing access to customers, optimizing supply chains and building new talent recruitment - placement capacities so new start-ups can accelerate their growth in MC.



Growing Local Businesses & Keeping the Back Door Closed

What makes our community so dynamic are the varied and diverse businesses, companies and industries that call Martin County home. We learned during the COVID-19 global pandemic that we cannot take any aspect of our local economy for granted and that more care and assistance may be needed to help local business and industry to grow.

Annual business surveys, more regular polling and increasing the number of 1:1 visits and business outreach with its partners and investors is central to our overall economic development efforts. General reporting of those touchpoints will be released annually to ensure a continuous feedback loop with partners and policymakers.



Newcomers Who Want What We Want

Martin County is "Distinctive. By Design." We know what we have is precious and we do not want to become Anywhere USA: overdeveloped, overcrowded, or overexposed. Unfortunately, some have taken this to mean Martin County is less than open for business and newcomers.

Our arms are totally open to those who want what we want and want what we have. An unprecedented South Florida quality of business and life where you can raise both a family and company without missing a soccer game, dance recital, fishing trip or afternoon paddleboard on the Indian River Lagoon. Come join us.



+

Marketing & Branding

“Sharing What
Makes
Martin County a
Great Place for
Life, Work and
Business.”

**Martin
County |
Florida**

**Distinctive.
By Design.**



Hubs of Excellence

Focus Areas to Build Vibrancy and Prosperity

The new Hubs of Excellence strategy is designed to advance the following primary industries that have proven to be producers and generators of higher-paying jobs, capital investments and tax base in MC.



Aerospace – Aviation Tech

According to Martin County's forthcoming 2021 Market Analysis, the dominant aviation sector is aircraft engine and engine parts manufacturing with the strongest growth in the smaller manufacturing of other aircraft parts and auxiliary equipment.

Aviation Tech includes aerospace and aeronautics, defense, and space technologies. MC's location between the Space Center and South Florida can provide significant location benefits to supply chain companies and service providers to the growing space industry.

Lastly, Witham Field is also well situated to take advantage of the coming Vertical Takeoff and Landing (VTOL) industry.



Marine – Marine Tech

Customized, craft marine manufacturing is where the MC Marine industry shines. And while there is a significant amount of waterfront in Martin County, working waterfront land use is very limited.

Business climate weaknesses including regulatory environment, permitting challenges and access to a skilled workforce will need to be addressed to grow this industry hub.

Marine Tech, ranging from ship design, building and operations to naval architecture, transport logistics and underwater engineering systems are additional opportunities for MC to consider.



Clean-Green-Renewable Energy

The current energy sector features biofuels including biodiesel and biosolids, the use of water from agricultural runoff to grow renewable oils, and continued expansion of solar.

There are also companies in and around MC that are advancing technologies for water desalinization, use, and recycling; fertilizer production and management; novel methods for efficient pest control (such as selective biopesticides); food waste minimization and reuse; upcycling and even clean renewable energy generation and conservation.

Additional research and industry understanding will be needed to determine the most optimal business development opportunities for MC.



Hubs of Excellence

“Local economies grow and expand, contract and decline in direct proportion to the amount of money being imported to the area by way of the ‘primary’ industries - those which sell their goods or services outside of the area. Typically, strong economies have multiple primary industries.” *(William Fruth, President, POLICOM)*



Agribusiness

In the County’s 2021 Market Analysis, this sector involves innovation-commercialization of farming, food processing, waste management, production techniques and scientific advances.

It also includes enterprises that can yield smaller footprints and lower environmental impacts such as aquaculture.

And while there are key locations to nurture this long-standing MC industry, there is a need for strategic investment and focus.

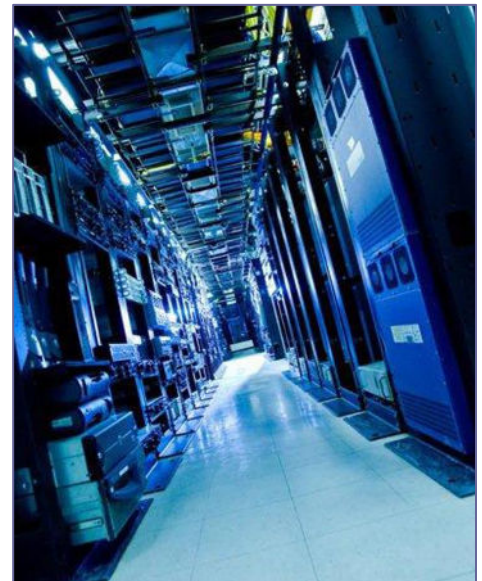
Overall, the agricultural industry’s economic output grew throughout the pandemic, especially in flour milling, which is growing and may be a sector that can continue to expand and increase its market share.



Medical - Healthcare

The largest industry in MC saw a dip in employment during the past year even as it responded to the COVID-19 pandemic and “Safer at Home” orders. While most of the lost jobs have been restored, industry economic output has grown year-over-year, led by the area’s dentists, surgical and medical instrument manufacturing, surgical appliance and supplies manufacturing and outpatient care centers. Home health care services and hospitals are close to returning to pre-COVID-19 levels.

The County’s pending Market Analysis notes biomedical research (found in the region) are missing in MC although an opportunity to recruit a Research Institute in Autism and Alzheimer’s may be possible.



Technology

Deloitte’s 2021 Technology Outlook report noted that during the last year, technology by enterprises and consumers saw faster adoption than at any other time in contemporary history due to the pandemic. And in the last 6 months, significant activity around mergers, acquisitions, and divestitures has occurred. As a result, many technology companies have capital to invest, are redoubling digital transformation efforts, re-orienting and reskilling the workforce and reexamining where and how manufacturing happens. Given MC’s northern location in the South Florida region, and the recent influx of West Coast tech talent, entrepreneurs and VC firms and funds in South Florida, new efforts to position MC as an emerging tech hub could be very good timing.



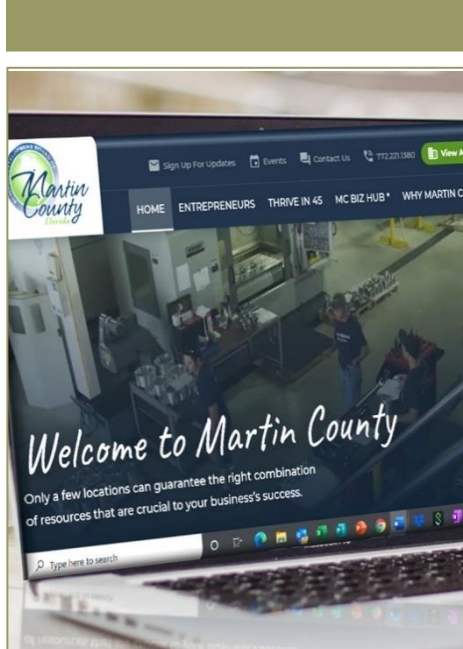
MC 360° Better Business from Every Angle

In the hypercompetitive world of economic development, the integral need to distinguish ourselves from other destinations **commands constantly, consistently and creatively telling our story.** Martin County knows what it is and what it does not want to be. Our brand mantra, **“Distinctive. By Design.”** leans into the sentiment of doing business differently and living a lifestyle removed from the rat race. Our new campaign entitled “MC 360° - Better Business from Every Angle,” will incorporate striking **language and imagery to evoke the emotion, pride, and uniqueness** of Martin County.



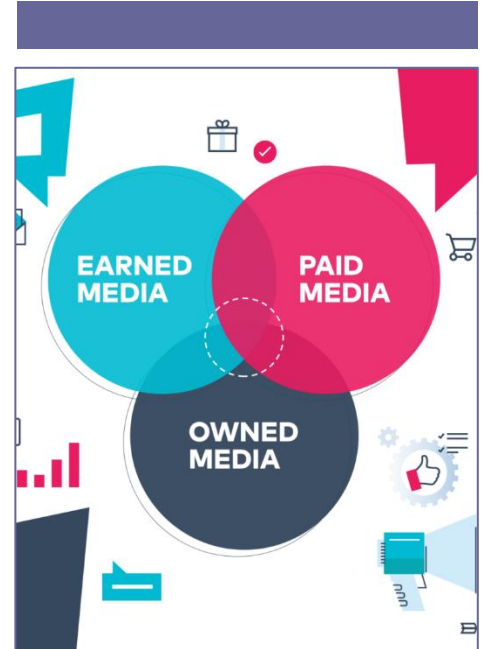
TV / Video

Teaming with the talented production crew of MCTV, our centerpiece showcase for original content is ***Martinomics***. Conceptualizing, writing, and directing six long-form (9 to 14 minutes) video shows (two to be completed in FY 2021), we will better engage local constituents on our “Hubs of Excellence” in aviation, clean-green energy, marine, medical-healthcare, agriculture, and technology. The show’s video vignettes will feature local testimonials, lifestyle segments, talent profiles and “Beyond The Bottom-line” stories about the generosity of business.



Website and Collateral

Website capabilities will be expanded to include comprehensive virtual site visits so major properties can now be showcased in 3-D and during online meetings. Market data, workforce, demographics, and even drive-time analyses through a new user-interface will be added to make it easier for businesses to find the data they are looking for as they consider Martin County as a location for job creation and capital investment. **New collateral materials**, case studies and testimonials will be created to emphasize Martin County is growing prosperous 21st century businesses and companies.



Owned Media | Earned Media | Digital Marketing | Social Media

The BDB has owned, social and digital marketing assets that can be better utilized. More resources are being aligned to this critical area and additional platforms including **LinkedIn** and **Twitter** will be added to our Facebook presence. A new **“Digital Ambassadors” program** will be piloted that harnesses the networks of people passionate about MC to help spread positive messages to key audiences. Additionally, the BDB team will seek earned media opportunities in select news outlets, magazines, blogs and podcasts to capture the attention of targeted audiences.



Ready Sites for Jobs + Investors

The BDB is focusing on attracting and retaining jobs and capital investments in a variety of places where private and/or public investments have been (or are being) made to retain and grow local firms while attracting new companies to MC. More ready-to-go space will be needed to meet the needs of the Hubs of Excellence and for those companies looking to lease vs. purchase or build-to-suit. Visit bdbmc.org and click Sites & Buildings for a list of current opportunities.

MC East (East of the Florida Turnpike)

- **Witham Field:** General Aviation Airport – 9+ acres for (re)development to support aviation – aviation tech – aeronautical businesses.
- **Martin County Community Redevelopment Areas:** Jensen Beach (67 acres), Rio (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** (formerly known as *AgTEC*) - 1,700 Acres of Industrial Land in Palm City for bio-tech firms, energy-related companies and R & D.
- **Seven J's Industrial Park:** 1,300 acres
- **Newfield's Martin Enterprise Park,** Palm City: 300 acres for R&D, light industrial, office users.
- **South Florida Gateway Distribution Center,** Palm City: Master-planned, mixed-use development with frontage on Kanner Highway – 500,000 to 1,500,000 SF available for lease
- **Sands Commerce Center,** Palm City: Light industrial and distribution users seeking long-term lease (3,200 sf to 230,000 sf.)
- **Florida Commerce Park,** Indiantown: 100 acres permit-ready, Opportunity Zone, HUB Zone, FTZ
- **Florida Venture Park,** Indiantown: 24 parcels available ranging in 1 – 7-acre sites.
- **Indiantown Marine Center,** Indiantown: 33 acres, site-ready for large boat builders > than 160'.

MC Commercial Real Estate Stats

Office

	Vacancy Rate	Inventory SF	Under Construction
MC East	10.8% ↑	1.2M ↔	0
MC West	0% ↔	46K ↔	0

Industrial

	Vacancy Rate	Inventory SF	Under Construction
MC East	3.7↓	5M ↑	20k
MC West	12.3% ↓	343K ↔	0

Retail

	Vacancy Rate	Inventory SF	Under Construction
MC East	5.4% ↑	4.3M ↑	0
MC West	0% ↔	163K ↔	0

(Source: Costar- May 2021)



Talent & Workforce

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

What Matters Most: Site Selectors' Most Important Location Criteria

- 1 Workforce skills
- 2 Workforce development
- 3 Transportation infrastructure
- 4 Ease of permitting and regulatory procedures
- 5 State and local tax scheme
- 6 Right-to-work state
- 7 Utilities (cost, reliability)
- 8 Quality of life
- 9 Incentives
- 10 Legal climate (tort reform)

Source: Site Selection survey of corporate real estate executives. October 2020

In September 2020, the BDB hosted its first **Future of Work + Learning Talent and Workforce Development Roundtable** with its partners at Indian River State College, Martin County School District, Small Business Development Center, Express Employment and Spherion.

Key takeaways and recommendations included:

1. Create new video series highlighting success stories local students and graduates.
2. Link local businesses to Career Transfer Offices and create a new hiring bridge between education and employers.
3. Collect and publish best practices for talent recruitment-retention-development and share with local employers.
4. Build the MC talent pool by aiding residents who have barriers to employment.
5. Investigate the impact of the gig economy and its agile workforce to grow the talent pool or talent pipeline.
6. Launch the BDB Talent Advancement Team to implement key action strategies.

During FY 2021, the BDB piloted a 14-week **"Jobs of the Week"** radio campaign with 101.3 FM, seeking to highlight local businesses who were hiring and helped organize and promote the **City of Stuart Job Fair** – the first in-person hiring event since the pandemic - with its partner at CareerSource Research,

Since then, a new level of conversation around Talent & Workforce - led by the County, Chambers of Commerce, Economic Council, non-profits, industry associations and the BDB – has the partners reevaluating their roles as collectively we seek to expand the MC talent pool, align the talent pipeline, and improve local labor market conditions and efficiencies.

While dialogue remains fluid, BDB staff have aligned resources in the FY 2022 Business Plan to: 1) formulate a **new partnership with CareerSource ResearchCoast** to increase level of service for BDB prospects and clients; 2) market the community's new approach to Talent-Workforce; 3) provide **macro-level talent and workforce data** to community partners and policymakers; 4) host (with partners) the **Future of Work + Learning Roundtables** and 5) advocate for and **recruit new in-area training and higher education facilities** and resources to grow the Hubs of Excellence and provide better access to residents and employers.



Propel MC

To ignite and accelerate momentum around entrepreneurship in Martin County with our partners resulting in new business formations, job creation and enhanced economic diversification and vibrancy.

Martin County's small business centric economy is perfectly sized to realize our vision to become a magnet for entrepreneurs who seek to solve problems and deliver new products and services to the marketplace.

According to D & B Hoovers and Powering Florida, there are more than 28,000+ businesses in Martin County. 94% of those businesses employ 20 people or less and 20% of them have one or no employees. Our average firm size is nine.

Earlier this year, the BDB completed asset mapping of MC's small business and entrepreneurial ecosystem and developed an action plan to help close gaps and build upon past successful entrepreneurship efforts.



Generally, new efforts will seek to enhance: 1) Access to Capital; 2) Access to Customers; 3) Local Business Networks (Connectors and Influencers); 4) Business Mentoring; 5) Supply Chains; 6) Talent & Workforce and 7) the overall MC Entrepreneurship Ecosystem.

During the current fiscal year, the BDB will establish the **Entrepreneurs' Action Team** and test new business training curriculum (Side Hustle to Main Gig) encouraging those with side hustles to eventually take the next step to business formation.

Other recommendations for next steps with the new Propel MC Initiative include:

1. Build Pre- and Next Steps to MC Business Accelerator Program (BAP) with Partners
2. Start an Entrepreneurs PR Campaign (Propel MC)
3. Create a Facilitated Entrepreneurs' Roundtable
4. Pilot an Angel Investor Group
5. Produce a MC Entrepreneurship Showcase
6. Support a MC Banking-Finance Forum
7. Grow the Number of Entrepreneur Hubs
8. Build New Talent Recruitment Capacity in MC

In FY 2022, the BDB plans to allocate time, talent, and resources to create and pilot a **Propel MC Micro-Loan Program** with local banking-finance partners and to building new talent recruitment capacity for existing Hubs of Excellence businesses and new start-ups with enhanced partnerships with CareerSource Research Coast and/or private talent solutions agencies.



FY 2022 Strategies & Tactics

BDBMC strategic activities are assessed, monitored and reported monthly and quarterly to its leaders, investors and partners to ensure accountability, focus, level of service and impact. Each strategy has been assigned, has timing to it and is financially resourced (details in parentheses) unless otherwise noted.

Key: BPR – Business-Partner Relations, ED – Executive Director; EDC – Economic Development Coordinator; PRA – Public Relations Advisor

1. Provide on-demand services to economic development leads, prospects, and clients which ultimately result in:
10 economic development announcements | creation-retention of 450 jobs | absorption-creation of 100,000 square feet of commercial-office-industrial-flex space | \$5 million in capital investment
(ED, EDC – account management system | Continuous | Existing Resources)
2. Produce the **2021 Martin County Business Awards** to celebrate and tout local business-industry along with highlighting the BDB's 30th Anniversary and its leaders.
(EDC | BPR | 1Q | \$25,000)
3. **Poll and survey** Martin County business owners, managers, executives and entrepreneurs about business conditions and outlooks. *(EDC | BPR | Twice a Year | Existing Resources)*
4. Host one (1) **Commercial Real Estate-Banking-Finance** and two (2) **Industry Roundtables** to keep a pulse on the needs and trends associated with the Hubs of Excellence and issue industry reports. *(EDC | BPR | 2Q, 3Q, 4Q | Existing Resources)*
5. Expand the **1:1 Visitation Strategy** and visit 75 businesses with Board members, investors, and partners to build relationships, identify at-risk businesses and provide business assistance as needed. *(EDC | All | Continuous with Yearly Report in 4Q | Existing Resources)*
6. Work with public sector partners and elected officials to thank MC companies and businesses and host “**Thank You for Creating Jobs and Investing**” activities and roundtables to generate more open dialogue on how to continually improve local business readiness and competitiveness. *(EDC | Quarterly | Existing Resources)*
7. Produce two (2) **Business Accelerator Programs** and two (2) **Side Hustle to Main Gig** classes in cooperation with FSBDC @ IRSC, partners and sponsors. *(EDC | Quarterly | \$30,000)*
8. If granted American Recovery Plan funding, pilot the **Propel MC Micro-Loan Program** with the County, area banks, financial institutions, local investors, and philanthropic partners. *(ED | EDC | 3Q | \$250,000 seed capital to build a \$1 million+ fund)*
9. Update and distribute **Business Resource Guide**, maintain **MC Biz Hub**, and produce at least three **Small Talks** designed to help local business owners and entrepreneurs with their tactical and strategic decisions. *(BPR | PRA | 2Q, 3Q, 4Q | \$2,500)*
10. Execute the new **Hubs of Excellence marketing and branding strategy and MC 360°: A Better Life from Every Angle** advertising campaign focused on TV/Video (creation of original content through new show entitled *Martinomics*), collateral and website, owned media, digital marketing, and social media. *(ED | PRA | Continuous | \$67,700 + staffing resources)*
11. Evolve our business storytelling strategy featuring **CEO-Entrepreneur profiles** and increase our gallery of business images and videos that touts the Martin County | Florida. Distinctive. By Design. brand. *(PRA | Outside Resources | Bi-Monthly | \$12,000)*



FY 2022 Strategies & Tactics

Key: BPR – Business-Partner Relations, ED – Executive Director; EDC – Economic Development Coordinator; PRA – Public Relations Advisor

12. Attract and/or host one new **regional, state, or corporate-business meeting with room nights** and develop a **new collateral piece to be used with Martin County business visitors** in conjunction with the Martin County Office of Tourism. *(ED | PRA | 2Q | \$2,500)*
13. Host two (2) **Future of Work + Learning Talent and Workforce Development Roundtables** with partners and provide semi-annual, macro-level talent and workforce data to partners and policymakers. *(EDC | Timing Forthcoming | \$5,000)*
14. Advocate for and **recruit new in-area training and higher education facilities** and resources to grow the Hubs of Excellence, as needed. *(ED | EDC | On-Going | Existing Resources)*
15. Advocate, support and consider adding new initiatives, programs and approaches which advance forthcoming recommendations from the **County's 2021 COVID-19 Economic Study**. *(Board | ED | 1Q | To be Determined)*
16. Develop the **BDB's Economic Development Policy and Legislative Action Plan** and advocate for its agenda items at the local, regional, state, and federal levels including (but not limited) to the economic development incentives toolbox and Economic Development Trust Fund. *(Board | ED | 1Q | Existing Resources)*
17. Continue the **Partner's Council (MC Biz Team)** designed to work on common initiatives, leverage resources, and share market-business intelligence that improves MC's economy and market reputation. *(ED | BPR | Bi-Monthly | \$1,500)*
18. Advance the **BDB's Leadership Engagement Model** resulting in more non-County and private sector leadership and funding to support the Business Plan and increase the number of economic development champions involved in implementing programs, activities, and initiatives. *(ED | All | Continuous | \$156,590)*



Staffing Plan & Engagement Model

The organization anticipates concluding its COVID-19 response and recovery efforts by the new fiscal year and as the country returns to more normalcy. As a result, the BDB will redeploy existing staff resources back to core business and add new staffing resources and capacity to begin implementation of the new “Hubs of Excellence” Marketing, Branding and Business Development approach by moving the Administrative Assistant (Business-Partner Relations) from part-time to full-time and expanding existing PR-Communication advisory services.

The BDB will also maintain its current lease at 1002 SE Monterrey Commons Blvd. for another term and until new non-County and private sector engagement and fundraising thresholds drive the need for new on-site meeting space.

Leadership teams expected to be active during FY 2022 and driving the Business Plan forward are:

- Executive Committee
- Board of Directors
- Partner’s Council
- Talent Advancement Team
- Entrepreneur Action Team
- Corporate Council
- CEO Council

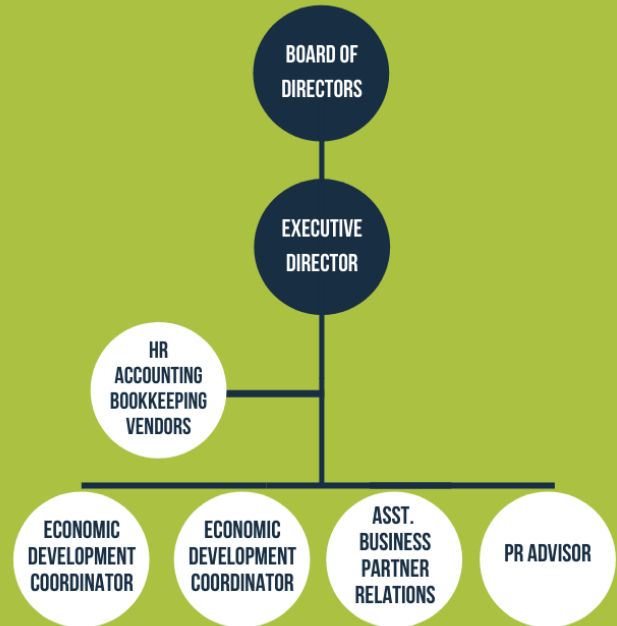
ORGANIZATIONAL CHART

BUSINESS DEVELOPMENT BOARD MARTIN COUNTY

A public-private partnership for economic development, the BDBMC is proudly funded and supported by the Martin County Board of County Commissioners, City of Stuart, American Stairparts, Bank of America, FPL, Indian River State College, Village of Indiantown, Council of Chambers, Economic Council, key industry leaders and regional organizations.

The BDBMC helps business owners, entrepreneurs and executives to start, grow, stay, invest and create in Martin County, Florida.

BDBMC.ORG



FY 2022

BDB LEADERSHIP ENGAGEMENT MODEL

BDBMC.ORG

CEO COUNCIL
\$25,000

Drives Business Recruitment & Hubs of Excellence Branding Strategy

LEADERSHIP COUNCIL
\$10,000

Leads Business Climate and Economic Competitiveness

CORPORATE
\$5,000

Directs Industry Development and Business Expansion-Retention Strategies

ENTREPRENEUR
\$2,500

Spearheads Business Assistance and Propel MC (Start-Ups) Initiative

AMBASSADOR
\$1,000

Champions Corps and Builds Community Understanding for Economic Development



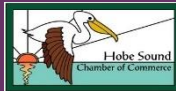
FY 2022 Proposed Annual Budget

Revenues	Proposed FY 2022 Budget	Notes
County Income	\$ 450,000	Martin County Board of County Commissioners
Other Public- Income	\$ 20,000	City of Stuart, Village of Indiantown
Partner Income	\$ 5,000	Chambers of Commerce; Industry Associations; Partners
In-Kind Contributions	\$ 24,000	Legal Services
Program Fees	\$ 1,250	2 BAPS (20); 2 Side Hustle (30)
Sponsorship Income	\$ 25,000	Annual Biz Awards
Private Sector Income	\$ 156,590	37% of Investor Prospects
Interest Income	\$ 100	
Miscellaneous Income	\$ -	
Grants and Aids Income	\$ -	
	\$ 681,940	
Expenses	Proposed FY 2022 Budget	
Salaries and Benefits	\$ 347,455	Executive Director; 2 Coordinators; 1 Assistant; Auto Mileage-Expense; Health (8% increase)-Dental-Life Benefit; Retirement Contribution (3%)
Economic Development Programs & Services	\$ 40,000	BAP (\$20,000); Pre-BAP (\$10,000); BRE (\$5,000); Talent (\$5,000)
Business Development & Marketing	\$ 67,700	Hubs of Excellence - TV-Video (\$18,000); Owned Media (\$28,000); Website (\$8,000); Hubs of Excellence Collateral (\$5,000); GIS WebTech Recruiter (\$8,700)
Occupancy	\$ 28,500	Rent (\$24,000); Cleaning (\$3,000); Electric (\$1,500)
Outside Services	\$ 73,800	Audit (\$20,000); Bookkeeping (\$6,000); Mktg-PR (\$36,000); Creative Design (\$10,000); HR-Payroll (\$1,800)
General Office	\$ 10,200	Copier (\$4,200); Other Copies (\$1,000); Storage (\$1,500), Supplies (\$3,000); Other (\$500)
Technology-Communications	\$ 12,000	Telephone-Conferencing-Internet (\$10,800); Cell (\$1,200)
Technology Equipment	\$ 2,500	
Computer: Software	\$ 3,650	Domains (\$150); Microsoft (\$2,450); Other (\$1,000)
Printing and Binding	\$ 5,000	Annual Report (\$2,500); Other (\$2,500)
Postage and Postal Services	\$ 1,400	Postage (\$1200); Services (\$200)
BDBMC Events and Forums	\$ 24,000	Annual Biz Awards (\$20,000); Local (\$1,500); Councils (\$2,500)
Memberships	\$ 8,210	FEDC (\$600); IEDC (\$610); Treasure Coast (\$5,000); ULI (\$750); Other (\$1250)
Subscriptions	\$ 8,435	Costar (\$4995); Survey Monkey (\$420); Constant Contact (\$1140); TC Palm (\$120); SFBJ (\$140); Intuit (\$1,800); Zoom (\$450); JotForm (\$480)
Travel and Entertainment	\$ 6,500	EFI-FEDC (\$3,000); Tallahassee (\$1,000); Other (\$2,500)
Insurance	\$ 5,090	Liability (\$2400); D&O Insurance (\$1500); Crime (\$495); WC (\$695)
Professional Development	\$ 6,500	IEDC (\$2,500); FEDC (\$2000); Leadership (\$2000)
In-Kind Services - Legal	\$ 24,000	Legal Services (\$24,000)
Contingency (1%)	\$ 7,000	
Reserve Contribution	\$ -	
	\$ 681,940	
Net Income (Loss)	\$ 0	



A Stronger Economy is Everyone's Business.

We are proudly funded and supported by:



Business Development Board of Martin County

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Stuart, FL 34996
772.221.1380

For more information and to join us, call 772.221.1380 or visit bdbmc.org.