



**BUSINESS  
DEVELOPMENT BOARD**  
MARTIN COUNTY | FLORIDA

# FY 2022 Martin County Pulse Report

A Stronger Economy  
is Everyone's Business.



Pace Machine and Tool

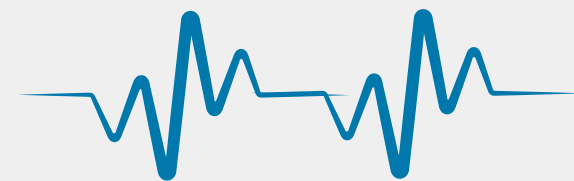


# Introduction

Great economic development efforts include a feedback loop with existing businesses and companies. **Martin County's 'listening and responding' program** is called "**Pulse.**" We execute this crucial business retention and expansion (BR+E) initiative in cooperation with our economic and community partners, investors and executive leaders.

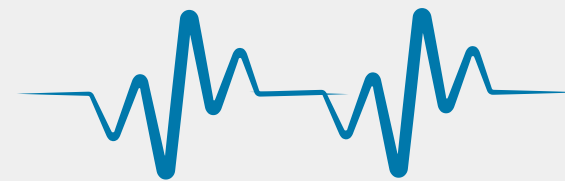
During FY 2022, **79 Martin County business owners, executives and entrepreneurs received a "Pulse" visit** and shared their sentiments, perspectives, needs and dreams. Here's what they had to say.

*Business Development Board of Martin County (BDB)*



# Why Pulse?

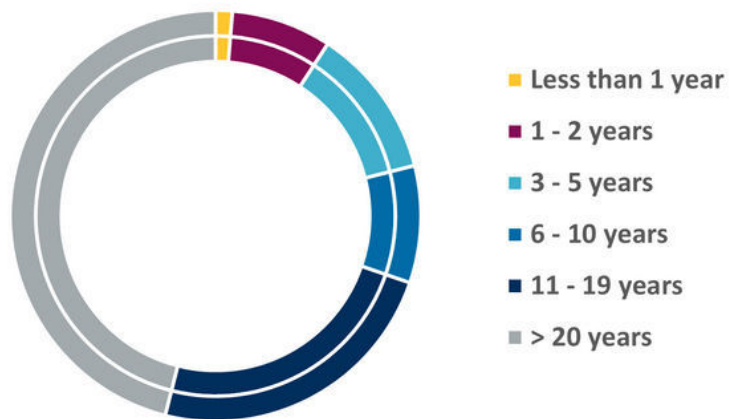
- **"Take a pulse"** on **local business conditions** and their **perceptions** of Martin County as a place for business.
- **Track** Martin County's **business friendliness and readiness**.
- Provide **business assistance** to companies "at risk" or who have plans for expansion.
- **Thank local businesses** for providing jobs and making contributions which improve our distinctive quality of life.



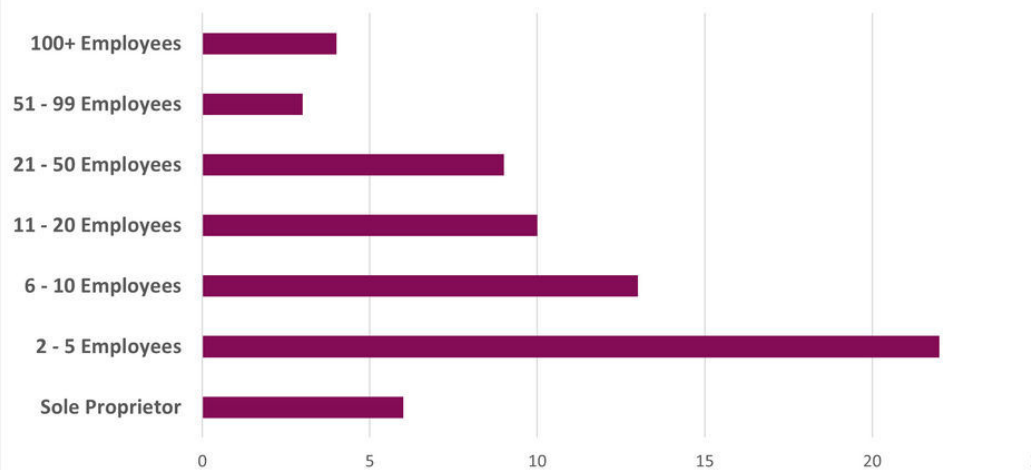
# Longevity

# Employee Size

Longevity



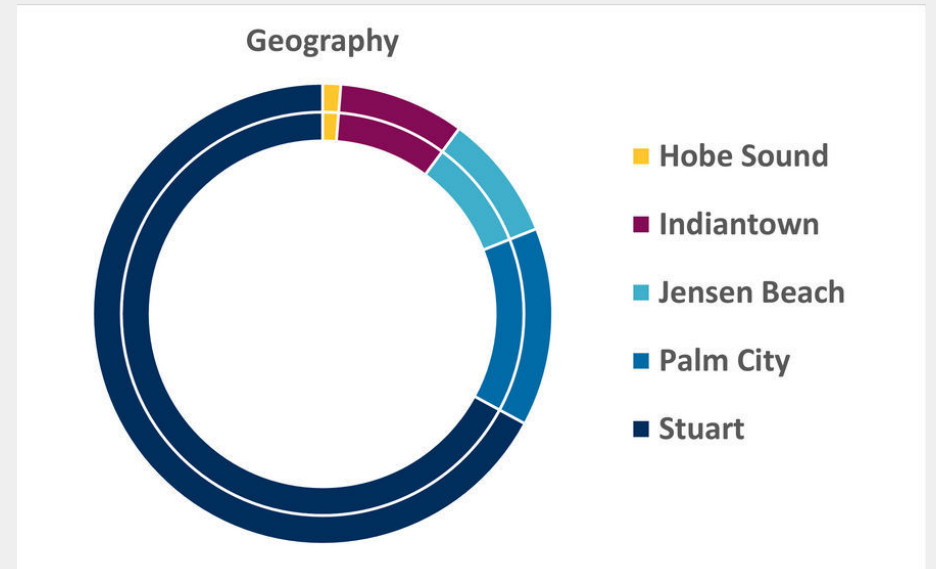
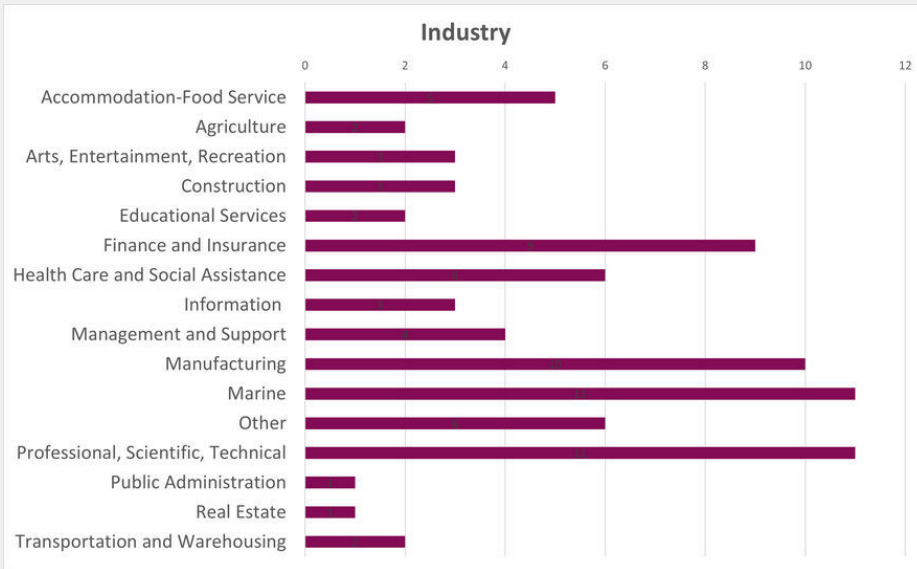
Employee Size





# Industry

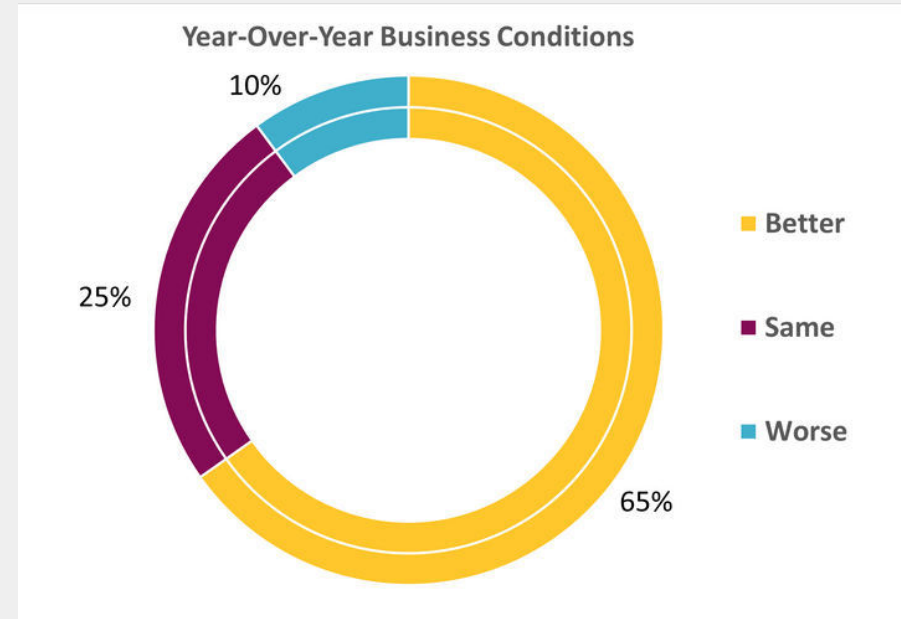
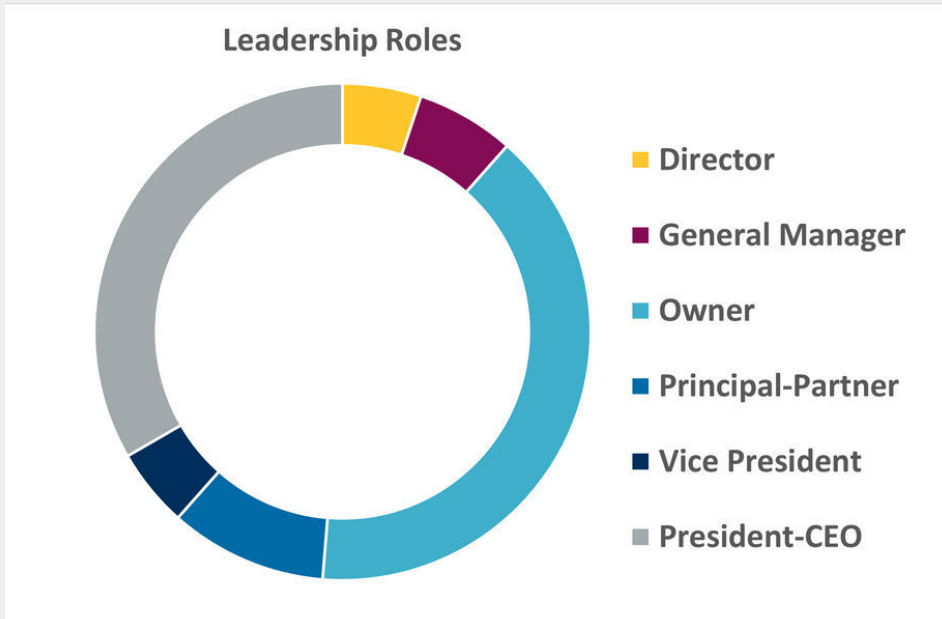
# Geography





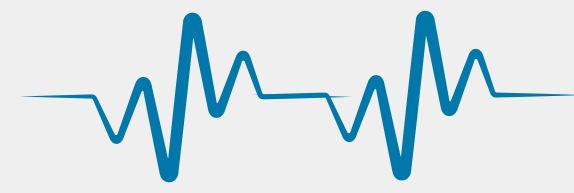
# Leadership Roles

# Business Conditions





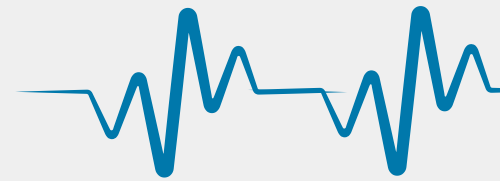
WMR & Nihilio Concepts



# Would You Recommend Martin County as a Place for Business?\*

Yes: 93%

\*to Family or a Friend



# Top Opportunities

*Business Opportunities Mentioned Most Frequently*



**Sales & Exports**



**Industry Outlook**



**M & A**



**Expansion**



**Growing Local Industries**



**Government Contracting**



**Operational Efficiencies**



**Local Connections  
Philanthropy**





# Top Challenges



**Talent Recruitment & Retention**

**Quality Talent Pool - Bilingual**

**Customer Acquisition**

**Low Inventory & Supply Chain**

**Knowledge - Strictness of  
Local Regulations**

**Pandemic Aftermath**

**Rising Business Costs**

**Access to Capital**

**Availability of  
Commerce Real Estate**

**Limited Insurance Market**

*Business Challenges by Frequency of Mention*





# Rethinking Business Footprints

**9 local companies are planning expansions** and **1 firm is at-risk** of leaving Martin County.

Expanding businesses are looking for space ranging from **2,000 to 130,000 square feet**.

The BDB, and its investors and partners, are assisting them with site selection, permitting, talent recruitment and development services.





# Open Positions

Accountants  
Administrative Assistants  
Assemblers  
Banking Tellers and Managers  
Bookkeepers  
Business Brokers  
Business Consultants  
Construction Superintendents  
Customer Service Representatives  
Delivery Drivers  
Engineers  
Estimators  
Financial Consultants  
HR Managers and Directors

Marine Diesel Mechanics  
Marine Electricians and Carpenters  
Marine Fiberglass Technicians  
Marine Painters  
Marketing Coordinators  
Mechanics  
Paralegals  
Pilots  
Range Safety Officers  
Recreation Coordinators  
Roofers  
Technicians  
Warehouse Operators  
Welders

***"60% of Pulse  
Participants  
Are Hiring"***





# Product Needs

- Countywide Events Calendar
- Fencing Materials
- Maker Spaces and Shared Machine Shops
- Marine Parts
- Meeting Spaces
- Online Business Directory (Shop Local)
- Restaurant Supplies
- Road Capacity



# Service Needs

- Affordable Accounting
- Business Advocacy
- Catering Services (Lunch)
- Electronics Recycling
- ESOL Training
- Healthier Commercial Insurance Marketplace
- Reliable Broadband / Internet
- Reliable Electricity
- Small Business Training





# Missing from Local Economy

- Affordable Housing
- Apprenticeships
- Attractions for Families and Young Professionals
- Available Land for Affordable Housing
- Bilingual Community Materials
- Business Expansion Opportunities at Airport
- CEO Roundtable
- Green Businesses
- Large Meeting-Conference Spaces (>350)
- Marketing Talent
- Meeting Spaces for Home-Based Businesses | Remote Workers
- Machining Programs
- New Office Space
- Nightlife
- Property Appraisers
- Public Parking Areas
- Recital-Performance Spaces
- Relationship-based Networking
- Rooftop Restaurants
- Small Business Health Insurance
- Specialty Retail
- Surveyors
- Train Stop
- University Presence
- Workforce Training
- Young Professionals
- Western Hotels and Food Services



# Martin County Advantages

**Lifestyle**

**Strategic Location**

**Community Connections-Resources**

**Ease of Networking**

**Available Land**

**Access to Supportive Elected Officials**

**Upscale Clientele**

**Natural Environment**

**Access to Waterways**

**Sense of Community**

**Caring, Philanthropic Giving**

*Ranked by Frequency of Mention*



Chapman School of Seamanship



# Areas for Improvement



- Variety and Cost of Housing
- Lower Wages
- Talent Availability
- "Closed for Business" Reputation
- Cost of Living
- Closed Network of Influence
- Working Waterfronts
- No Growth Mentality
- Federal Highway Congestion
- Talent Recruitment Strategy

*Ranked by Frequency of Mention*





# Special Thank You

*Pulse Visit Survey Participants*

Advanced Metal Roofing dba  
Brilliant Roofing  
AGeekToGo!  
AGTI - Advanced Technology Group  
Air Burners  
Alltel Network  
Alzheimer's Community Care  
ARC of Martin County  
Big Five Tours & Expeditions  
Bonnie C Landry & Associates, P.A.  
Chapman School of Seamanship  
Clark & Associates  
Clean Sweep Pest Management  
Comfort Suites  
Connect Credit Union  
Daniels Fence Corp.  
Designer Services of the Treasure  
Coast dba Coastal DKI  
Ebersold Boatworks LLC

Family Promise of MC  
Four Fish Inn  
Four Fish Marina  
Garlington Landweer Yachts  
Gary Owens Insurance Group  
Gilbert's Coffee Bar  
Growth Squad  
Hampton Inn and Suites Stuart  
Hinckley Yacht Services  
HJA Design Studio  
Hobe Sound Farmers Market  
Hurricane Boat Lifts  
Importico's Bakery LLC  
Indiantown Airport X58, Inc.  
Indiantown Marina  
Indiantown Marine Center  
International Training  
Kai Kai Farms  
Kath & Nicks Baber Shop

Keiser University  
Kinane Printing  
Lotus Gun Works of SFL  
Loving Chiropractic of Stuart  
Madison's Miracles  
Manatee Pocket Yacht Sales  
Mark Brechbill PLLC CPAs  
Masterpiece Builders  
Mate Series  
McCarthy, Summers, Wood,  
Norman, Melby + Schultz . PA.  
Meltio  
Michael Dale Attorney  
Mingace Custom Sound  
Ocean Republic Brewing  
Pace Machine & Tool  
PNC  
Project Lift  
PuroClean





# Special Thank You

*Pulse Visit Survey Participants*

Red Properties Realty  
Rehmann CPAs & Consultants  
Sea Shell Digital  
Seacoast Bank  
Seatorque Control Systems  
Seminole Inn  
Shear Water Fl  
Sky Blue Jet Aviation  
Southwest Greens  
Sunset Bay Marina  
Sunshine Land Design  
Tami Karol Insurance  
TC Business Brokers & Commercial  
TeamLogic IT  
The Barn Theater  
The Terrio Group  
Thrivent Financial  
Town of Ocean Breeze  
Triple L Insurance Agency

Truist Bank  
United Way  
Willis Custom Yachts  
WKFK Law  
WMR & Nihilo Concepts  
Y of the Treasure Coast

*Pulse Visits and Surveys  
conducted 10/1/2022 -  
9/30/2022.*



**Sunshine Land Design**



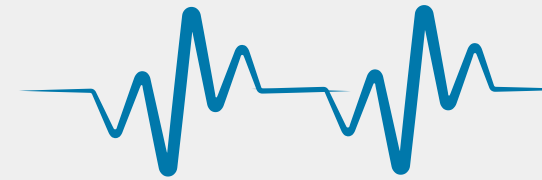
# Special Thank You

*Pulse Team Executive Leaders*

- William "David" Snyder, Evergreen Private Care, Pulse Team Lead
- Alex Anzalone, IRSC-Chastain
- Ted Astolfi, Economic Council
- Sarah Baker, First Citizen's Bank
- Kate Cotner, FPL
- Patrick Gleason, State Insurance Agency
- Joan K. Goodrich, Business Development Board MC
- Trisha Hawthorne, TD Bank
- Eric Kiehn, C & W Technologies
- Jeff Leslie, Leslie Ventures
- Jill Marasa, Ashley Capital
- Ron Rose, Jensen Beach Chamber of Commerce
- Troy McDonald, Mayor, City of Stuart
- Jamil Mikati, American Stairparts
- Jaymie Sardo
- Lynn Smith, Business Development Board MC
- Pierre Taschereau, Business Development Board MC
- Rich Vaaler, NAI Southcoast
- Bill West, West Advisory Services



**Loving Chiropractic of Stuart**



[www.bdbmc.org](http://www.bdbmc.org)



[info@bdbmc.org](mailto:info@bdbmc.org)



772.221.1380

# Get in Touch

The **Business Development Board of Martin County** wants to connect. **Call today to schedule a Pulse Visit** or **provide a referral** to other Martin County owners, executives and entrepreneurs we should visit too.

v. 10/9/2022

