



July 14, 2021

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

RE: 3<sup>rd</sup> Quarter FY 2021 Report – April 1 – June 30, 2021

Dear George,

Attached please find our **3<sup>rd</sup> Quarter Report for FY 2021** and an invoice for economic development services rendered as per our contract with the Martin County Board of County Commissioners (BoCC). Key quarterly highlights include:

- Announced **2 economic development projects** – the expansion of **Bagel Bistro in Martin County with 2<sup>nd</sup> location in Hobe Sound** and the establishment of a new 5,200 S.F. **Commercial Kitchen in Hobe Sound**.
- Assisted the **economic development prospects-leads pipeline comprised of 34 businesses** and developers seeking to invest, start-up, grow, remain, or come to Martin County.
- Answered inquiries and **assisted more than 183 local businesses and residents** through the MC Biz Hotline, BDBMC Outbound Call Strategy, Online Searches and 1:1 Visitation Strategy.
- Continued to grow our relationship with the City of Stuart resulting in a **new Partnership Agreement**.
- Worked with **CareerSource Research Coast and the City of Stuart** to produce the region's **first in-person Job Fair** (since the pandemic) in **Martin County** on Thursday, April 15.
- Created a new entrepreneur program – **Side Hustle to Main Gig** - and graduated the first cohort.
- Produced the **Spring 2021 Business Accelerator Program** and awarded \$6,500 in small business grants.
- Began to work with our economic, Chamber, and non-profit partners to formulate a **new approach and community plan for Talent & Workforce Development** inspired by County leadership and funding.
- Recruited **Tammy Matthew, Bank of America** to chair the BDBMC's new **Talent Advancement Team**.
- **Submitted our FY 2022 Business Plan and Budget** to County Administration as per our contract.

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

Sincerely,

Joan K. Goodrich, Executive Director

cc: Carolyn Schmidt



## 3Q FY 2021 Economic Development Announcements

### EXPANSION:

#### BAGEL BISTRO

 HOBE SOUND

 8 NEW JOBS

 1,746 SQ FT LEASED

 \$275,000 CAPITAL



BUSINESS DEVELOPMENT BOARD OF MARTIN COUNTY



### NEW:

#### PROJECT KITCHEN

 HOBE SOUND

 5,200 SQ FT LEASED

 \$1M CAPITAL INVESTMENT



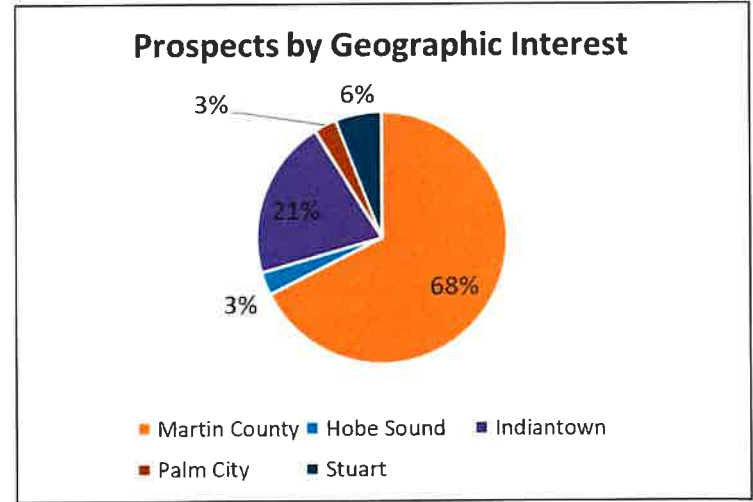
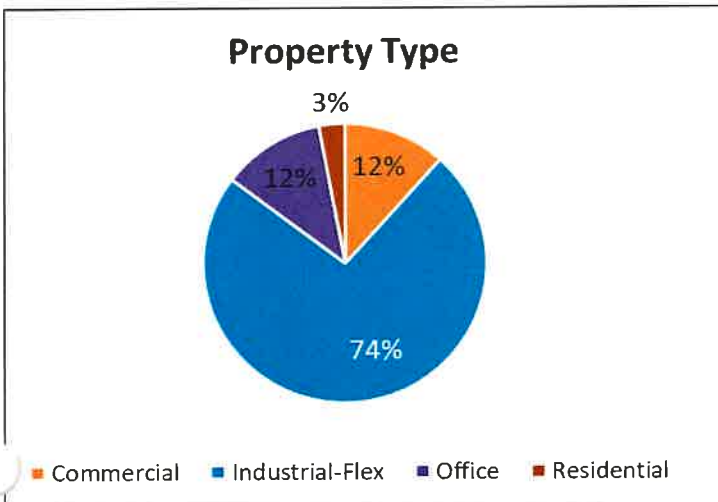
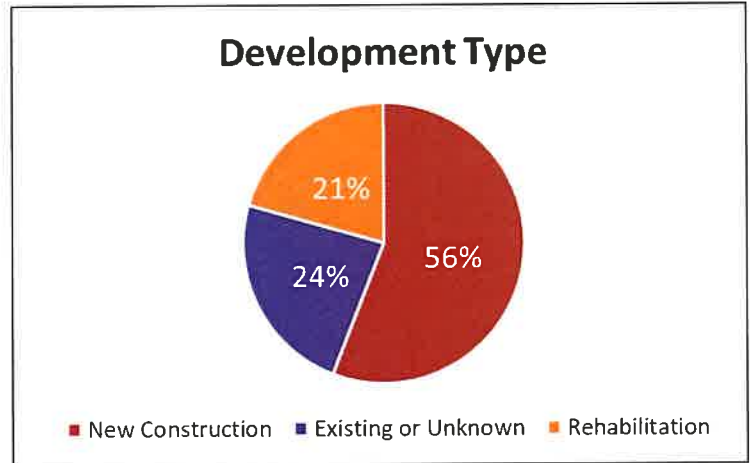
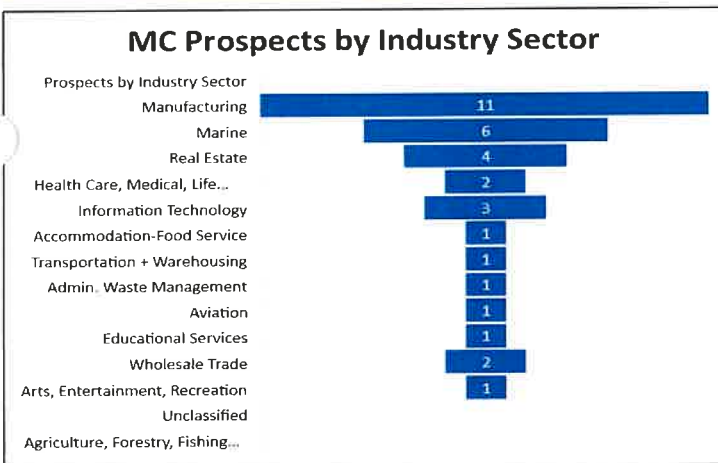
BUSINESS DEVELOPMENT BOARD OF MARTIN COUNTY





# Martin County | Florida Economic Development Partnership

## 3Q FY 2021 Prospect Log Dashboard





# Martin County | Florida Economic Development Partnership

## 3Q FY 2021 and Y-T-D Key Activities and Results Dashboard

6

Economic Development Project Announcements

Annual Target: 10  
Pipeline: 34

82

Jobs Created - Retained to Date

Annual Target: 250  
Pipeline: 1,657

63,246

Square Footage Impacted to Date

Annual Target: 65,000 SF  
Pipeline: 2.34M SF

\$22.1m

Capital Investment to Date

Annual Target: \$3 million  
Pipeline: \$151.4 million

434

Biz Hotline, Outbound Calls, Online Searches and General Assistance

YTD; 2Q Level of Service = 174

36

1:1 Visitation Strategy  
*(Business Retention + Expansion)*

YTD; 3Q Level of Service = 9  
Annual Target: 60

71

Small Talk Shows, Stories of Triumph, E-News+, Thrive in 45 Radio Spots

Beginning 10/1/2020

109

Social Media Posts with a Reach of 67,020 and an Engagement of 7,931

10/1/2020 – 6/30/2021

73

Referrals Received From | Made to Partners

Beginning 10/1/2020



# Martin County | Florida Economic Development Partnership

## 3Q FY 2021 Business Plan Status

| #  | Strategy  | Timing     | Notes  | Status     |
|----|---|------------|--|------------|
| 1  | Provide on-demand services to leads, prospects and clients.   | Continuous | Currently the team is working with 34 prospects and leads with a potential job impact of 1,657, SF impact of 2.34 million and possible capital investment of \$151.4 million.                                      | In Process |
| 2  | Celebrate 30 Years of Service and honor past and current leaders.   | 3Q         | To be incorporated into the 2021 MC Business Awards event scheduled for November 5, 2021 – Save the Date!  | In Process |
| 3  | Create a brand identity for BDBMC.  | 3Q         | New logo for <i>Martinomics</i> created and BDBMC brand identity package is in the works.  | In Process |
| 4  | Produce the annual MC Business Awards and Mid-Year events.  | 1Q, 3Q     | 2020 MC Business Awards conducted on 12/11/2020, recognizing 9 companies, organizations and leaders and generating \$21,215 in revenues and costing \$17,775.  | Completed  |
| 5  | Continue to assist local businesses and companies through Survive. Revive. Thrive. COVID-19 Response-Recovery Plan. | Continuous | Proposing new Micro-Loan Program with local banking-financing and County partners. Regional Access to Capital Summit planned for September 16, 2021. BDBMC Serving on TCRPC Covid-19 Response-Recovery Task Force. | In Process |
| 6  | Poll and survey MC owners, managers, executives, and entrepreneurs.   | Monthly    | Helping to distribute-promote Chamber-Marine Industries Association Skills Gap – Talent Surveys.   | In Process |
| 7  | Evolve business storytelling and create a gallery of business images.   | Continuous | New CEO interviews incorporated into monthly BDBMC e-newsletters. Stories about George Sands and Woody Smoak are in the works.   | In Process |
| 8  | Begin a digital marketing and social media campaign to promote MC as an emerging business destination.              | 1Q         | Website updates to begin in July including the integration of GIS WebTech products such as Recruit, ESRI, Workforce and Virtual Tours. 1 <sup>st</sup> <i>Martinomics</i> TV show in planning.                     | In Process |
| 9  | Develop a strategy with the MC Office of Tourism to attract more meetings and business visitors to MC.              | 2Q or 3Q   | Continue to explore joint activities with MCOOT including application to EFI to host future Board-Stakeholder meeting in MC.   | In Process |
| 10 | Create a medical, healthcare and IT business recruitment strategy.  | 3Q         | Interviews being conducted with aviation-aerospace leaders to prepare for first <i>Martinomics</i> TV Show to premiere in September 2021.  | In Process |
| 11 | Host 2 Industry Roundtables.  | 2Q, 4Q     | Participated in regional Marine Industry Roundtable on 6/22/2021.  | In Process |
| 12 | Continue the 1:1 Business Visitation Strategy and visit 60 businesses.  | Continuous | 9 local businesses received 1:1 visits during the 3Q for a total of 36 1:1 visits YTD.   | In Process |
| 13 | Fund 2 Business Accelerator Programs (BAP) produced by IRSC and the SBDC.   | Continuous | 2 BAP Cohort completed. Spring 2021 BAP graduated on 6/23/2021 and the inaugural “Side Hustle to Main Gig” cohort graduated on 6/15/2021.  | In Process |

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



# Martin County | Florida Economic Development Partnership

## 3Q FY 2021 Business Plan Status

| #  | Strategy   | Timing       | Notes   | Status      |
|----|--|--------------|---|-------------|
| 14 | Distribute letters to new Business Tax Receipt holders, distribute Small Business Resource Guides, promote, and update MC Biz Hub and produce monthly Small Talks.                     | Continuous   | Business Resource Guide new release date in 4Q FY 2021. More than 183 local businesses and residents assisted in the 3Q FY 2021.  | In Process  |
| 15 | Recruit new in-area entrepreneurial services and encourage the development of new spaces and places while implementing new entrepreneurship.   | Continuous   |   | In Process  |
| 16 | Conduct 2 talent-workforce development roundtables.  | 2Q, 4Q       | In-Person Job Fair conducted on 4/15/2021 with City of Stuart and CareerSource with 26 local employers and more than 176 job seekers.   | In Process  |
| 17 | Produce a Summer (or School Break) Bootcamp designed to expand career exploration programming.   | 1Q, 2Q or 3Q | BDBMC promoted and filmed TCBA Summer Bootcamp held June 7 - 11, 2021 at Project Lift in Palm City. Video to be released 4Q.  | In Process  |
| 18 | Form and work with new BDBMC Talent Advancement Team to expand internships, externships and apprenticeships in Martin County while supporting regional workforce readiness activities. | Continuous   | Tammy Matthew, SVP, Treasure Coast Market Executive, Bank of America named as Chair of new BDBMC Talent Advancement Team. Team is planning its first meeting on 8/16 @ 1:00 p.m BDBMC team continues to support local and regional efforts. | In Process  |
| 19 | Support and assist the County team in applying for state and federal economic development grants.  |              |   | Completed   |
| 20 | Develop an annual Economic Development Legislative Action Plan and advocate for its agenda items including at the local, regional, state and federal levels.                           | Continuous   | BDBMC Board approved initial Legislative Priorities at their January 13, 2021 meeting.  | Completed   |
| 21 | Continue the BDBMC Partner's Council (MC Biz Team).  | Bi-Monthly   | Next meeting planned for Thursday, August 20, 2021 @ 8:30 a.m.  | In Process  |
| 22 | Form and convene a strategic meeting with the BDBMC's Past Presidents seeking key insight and strategic thought leadership.  | 2Q           |   | Not Started |
| 23 | Fund and participate in the Greater Treasure Coast Partnership (regional EDO) to raise the reputation of the Treasure Coast for business investment.                                   | Quarterly    |   | In Process  |
| 24 | Advance the BDBMC engagement model and attract more non-County and private sector leaders and funding to support the BDBMC Business Plan and initiatives.                              | Continuous   | To date, \$45,000 has been raised to support the new BDBMC engagement model.  | In Process  |

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

Job Seeker Registration Now Open!

# CITY OF STUART JOB FAIR

Thursday  
April  
**15**  
2021



4PM – 7PM

**City of Stuart  
Public Safety Complex**

830 SE M.L.K. Jr. Blvd  
Stuart, FL 34994

Explore career opportunities in hospitality, healthcare, skilled trades, manufacturing, education, marine, local government, retail and more!

**REGISTER TODAY!**

For more information or to register scan the QR Code or visit [careersourcerc.com/event/city-of-stuart-job-fair](https://careersourcerc.com/event/city-of-stuart-job-fair)

Veterans receive 3:30 pm early entry as part of CareerSource Research Coast's commitment to priority of service. All participants must adhere to mask and social distancing guidelines.

Presented by



In partnership with



 **866-4U2-HIRE | CAREERSOURCERC.COM**

CareerSource Research Coast is an equal opportunity employer. Auxiliary aids and services are available upon request to individuals with disabilities. All voice telephone numbers on this document may be reached by persons using TTY/TDD equipment via the Florida Relay Service at 711. For program funding details in compliance with the Stevens Amendment, please visit [www.careersourcerc.com/program-funding](https://www.careersourcerc.com/program-funding).



# Side Hustle to Main Gig

A New Entrepreneur Series from the Business Development Board and its Partners.



Tuesday Evenings  
6:00 - 8:30 PM

Starts: May 11, 2021  
Ends: June 15, 2021

Stuart 10th Street  
Community Center  
724 SE 10 Street, Stuart



Turn your idea into a business or side hustle into a steady gig by thinking through all the angles, learning proven business methods and gaining access to local business advisory experts.



Course series includes:

- 6 Steps to Success
- Lean Biz Planning
- Magnetic Marketing
- Side Hustle Financial Basics
- Local Business Experts, Panel Discussions + More



Questions?

Call James Carroll at (772) 221-1380 or email at [james@bdbmc.org](mailto:james@bdbmc.org)

To learn more about Propel MC, visit [www.bdbmc.org](http://www.bdbmc.org)



**35 slots available!**  
Only \$25 per person



Register at [www.bdbmc.org/entrepreneurs/](http://www.bdbmc.org/entrepreneurs/)





## Business Accelerator Program

# MARTIN COUNTY BUSINESS ACCELERATOR PROGRAM

The ACCELERATOR program provides business counseling, technical assistance and training for small business owners, and the opportunity to attain an allocation of grant funding for small business growth. The purpose of the ACCELERATOR program is to enhance entrepreneurial skills and activities, create jobs and assist in the expansion and growth of our existing business community.

**Spring 2021 Schedule** *Monday Evenings from 6pm- 9pm at IRSC Chastain Campus, Room C-102, 2400 SE Salerno Rd, Stuart, FL 34997*

- |             |  |
|-------------|--|
| 1. April 5  | Introduction to Internet Marketing and Customer Engagement Through Social Media- <b>Leanna</b> |
| 2. April 12 | Exceptional Customer Service- <b>Debra</b>   |
| 3. April 19 | Sales & Marketing for your Business- <b>Patrick</b>  |
| 4. April 26 | Legal Issues in the Workplace- <b>Thom</b>   |
| 5. May 3    | Time Management- <b>Debra</b>  |
| 6. May 10   | Business Canvas, Plan and Pitch- <b>Tom K</b>  |
| 7. May 17   | Social Media in Today's Changing Environment- <b>Leanna</b>                                    |
| 8. May 24   | Small Business Finance- <b>Katherine</b>   |
| 9. June 7   | Dealing with Difficult People- <b>Patrick</b>  |
| 10. June 14 | Public Speaking and Pitch Rehearsal- <b>Thom</b>   |
| 11. June 21 | <b>Pitch/Presentations (6:30pm)</b>  |

### How to apply?

- The business must be in Martin County and hold a current Martin County Business Tax Receipt (*Non-for-profit organizations are not eligible*)
- Complete the ACCELERATOR online registration (only \$25 fee to apply)
- Applicants will be notified of acceptance into the program via email

### Once accepted...

Participants are required to attend **ALL** the ACCELERATOR business training program classes, except for emergencies or previous communication with the organizers. The program consists of one 3-hour class during one weeknight per week (Monday) for a duration of 11 weeks. All classes will be held at the IRSC Chastain Campus. A \$25 program fee includes membership to the Business and Technology Incubator at IRSC. Participants who successfully complete the program will be eligible to apply for a small business grant through the ACCELERATOR program. (*Non-for-profit organizations are not eligible*)

**For more information, please contact  
James Carroll at 772-221-1380 or email [james@bdbmc.org](mailto:james@bdbmc.org)**

**Sign-Up Today!**

**Or Call Toll FREE 1.888.283.1177**



# FRIENDS & NEIGHBORS

OF MARTIN COUNTY

Your Martin County Government Watchdog!

## **BDB BRINGS BUSINESS WITH 140 JOBS**

By Joan Goodrich, CEO BDBMC, April 25, 2021

It appears we are over (hopefully, gulp) the great toilet paper shortage of 2020.

But craftsmen and consumers everywhere can attest to the COVID-induced backlog of lumber, doors, windows, furniture, and major appliances. At the Business Development Board of Martin County (BDBMC), we recently learned about an even more concerning shortage.

“We’ve got municipalities, police departments, multiple branches of the military that are not getting their contracted ammo,” says Austin Weiss of Grind Hard Ammo. “People understand that this is a national security risk.”

BDBMC has been working with Grind Hard Ammo, which is tackling the national ammunition shortage by seeking to join the few U.S. companies that manufacture stateside all three key aspects of ammunition—casings, projectiles, and primers.

For more than three decades BDBMC has worked to strengthen the local economy by helping business owners, corporate executives, and entrepreneurs with such services as confidential project management assistance; complimentary site-selection services; assistance with development services; licensing and permitting, talent recruitment, workforce training and more. Upon learning the company was looking to relocate from St. Lucie County, we made introductions and helped them find a location in Stuart where they could grow and create new jobs.

Austin shared with us some insights about his operation and experience with the BDBMC.

### **Tell us how this ammunitions backlog unfolded.**

Covid hit, all contracts got canceled. Law enforcement, Department of Homeland Security, other agencies had to pivot and source overseas. Before, everything was made in the U.S. Now, nothing is, and we’re just assembling here. The demand is high—and production can’t keep up. The people who normally produce ammunition don’t have primers. Right now, I believe the industry is too reliant on overseas suppliers.

### **How did you get involved in this industry?**

I’ve built cars and motorcycles, and even have mechanical patents—but realized it wasn’t scalable. I’ve always had a love of shooting, training, and hunting. I’ve been a gun-rights advocate and have a large social media following so I’ve been attuned to shortages on ammunition and used to say, ‘One day, I’ll own an ammo company.’ This crisis really brought things to the fore, but it started with me getting in touch with people who were smarter and brighter than me and asked, ‘How can we do this better, faster and slimmer?’ I found a partner and we’ve been in business for four years.

### **Please tell us about the operation.**

We’ll manufacture the casings and projectiles in Stuart, where no gunpower or explosive components are involved. We’re looking at rural locations in the county to manufacture the primers. We’re heavily inspected and regulated by state and federal agencies to ensure the highest safety standards. All told, we’re making a capital investment of \$30 million, and should employ about 140 people when both locations are in place.

### **Who are Grind Hard Ammo’s customers?**

Primarily, municipal police departments around the country and branches of the U.S. military. We have a direct-to-consumer online that requires age verification and other safeguards. We sell to local retailers, such as Stuart Shooting Center. But there is no storefront and never will be.

### **How was the Business Development Board able to assist you in this process?**

The BDBMC team helped find a building that suited my needs—and it is better than I could have expected. I now live 4 miles from work. The board reached out to Stuart who was involved at the start and in initial facility planning.

You helped connect us with local vendors and contractors for plumbing, electrical and fencing. You helped us clarify our safety features with the public and the press. You introduced me to the right people. Throughout this process, the BDB was there every step of the way.

###

# FRIENDS & NEIGHBORS

OF MARTIN COUNTY

Your Martin County Government Watchdog!

## BUSINESS DEVELOPMENT BOARD BENT

By Joan K. Goodrich, CEO BDBMC – May 23, 2021

Please indulge this slightly unusual—but highly appetizing—analogy: Imagine the local private-sector economy as a big pot of Sunday spaghetti sauce.

The core industries—marine, aviation, healthcare, energy, and power generation—make up the base, rivaling the tomatoes (paste as well as crushed, pureed, or fresh), olive oil, ground beef and maybe sausage, too. Without them, no economy, no sauce.

But the base alone will not provide the right taste until you add garlic, onion, salt, black pepper, basil, maybe a few fennel seeds, and some say a little sugar. These seasonings compare to the vitality of the entrepreneurial spirit—evident in both small businesses and large—that infuses a healthy, vibrant economy.

Now, the Business Development Board of Martin County (BDBMC) will soon start showcasing what we're calling our economy's "Hubs of Excellence," our legacy marine industry, aerospace and aviation industry, world-class healthcare industry, agribusiness, technology, and existing and expanding clean energy and green jobs market. You'll read about it in this newsletter in the months to come. But we're also focused on strengthening and stimulating our exciting entrepreneur economy through key programs:

**1:1 Visits:** Meetings with business owners to ascertain their concerns, offer resources and referrals, and advocate and pursue solutions to reoccurring challenges (the latest being the need to fill the talent pipeline).

**Side Hustle to Main Gig:** Currently in its inaugural session, this partnership with Martin County, City of Stuart, NAACP of Martin County, IRSC and SBDC, equips earlier-stage entrepreneurs with the tips, tools and techniques needed to launch their small-business dreams. Only six weeks long, courses include Lean Biz Planning, Magnetic Marketing, Side Hustle Financial Basics, and more.

**Business Accelerator Program (BAP):** This partnership with Indian River State College and its Small Business Development Center (SBDC) offers an 11-week session featuring experts on digital and social-media marketing, finance, time management, public speaking, even "Dealing with Difficult People."

The content resonates with business owners at any stage.

"As a young person who's becoming an entrepreneur, BAP really gave me confidence and made me feel prepared to take on this challenge," says Hillary Hassell of Hassell Free Tile & Window of the Treasure Coast.

"I had already been in business for over six years, however, I feel that there is always something new to learn," says Candace Lopes, president of Skin Serenity Spa. "It was worth the time I put into the program."

BAP even allows participants to compete for grants. Since 2015, the program has graduated 130 people and awarded more than \$70,000 in small-business grants.

We only charge \$25 for either class, as we don't want cost to inhibit the growth of Martin County's next great entrepreneur. The knowledge and discipline gained through BAP or Side Hustle could unlock not only their potential, but further enhance the flavor that makes our economic sauce so special.

For more, please visit [BDBMC.org](http://BDBMC.org) and sign up for our United Economic Leadership emails.

###



# 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: 5/13/2022*  
*Submitted to County Administration: 5/27/2022*



# Contents

|  |         |
|--|---------|
| Introduction.....  | 3       |
| Leadership Team, Partnerships and Collaboration.....             | 4       |
| Vision, Mission, Goals, Objectives and Key Success Metrics ..... | 5       |
| Core Business.....   | 6       |
| Marketing & Branding and Hubs of Excellence Strategy – NEW!..... | 7 - 10  |
| Ready Sites for Jobs and Investors .....                         | 11      |
| Talent & Workforce .....   | 12      |
| Propel MC: Advancing Entrepreneurship – NEW! .....               | 13      |
| FY 2022 Strategies & Tactics.....                                | 14 – 15 |
| FY 2022 Staffing Plan and Leadership Engagement Model .....      | 16      |
| FY 2022 Proposed Budget.....                                     | 17      |

## Photo Credits

- Front Cover: Hobe Sound Beach Shop, Indiantown Pet Supply, F45 Training (Stuart)
- Page 2: Sailfish Flooring (Jensen Beach ), Palm City Animal Clinic, The Grove (Hobe Sound)
- Page 3: MilCor Group (Hobe Sound), Owen Insurance Group (Stuart), Posh Pineapple by Juno (Hobe Sound)
- Page 5: Sally Eckman Roberts Design (Jensen Beach)
- Page 6: Skin Serenity Spa (Stuart), Designer Services (Stuart), Burr Yachts (Stuart)
- Page 7: Indian River State College, Discover Martin
- Page 8: Discover Martin
- Page 9: Cleveland Clinic Martin Health



# 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



## 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 bio-diesel and biosolids, the use of water from agricultural runoff to grow renewable oils, and continued expansion of solar.

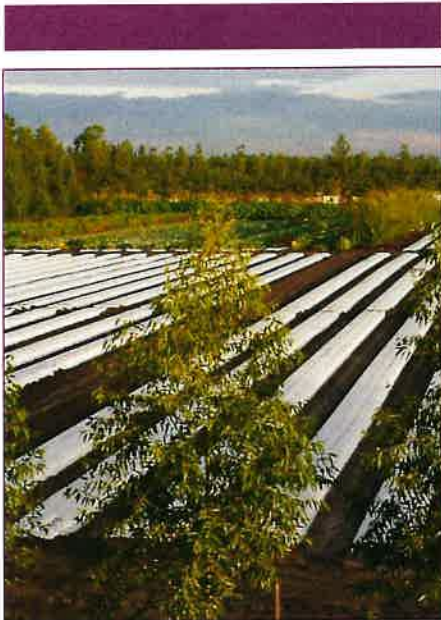
There are also companies in and around MC that are advancing technologies for water desalination, use, and recycling; fertilizer production and management; novel methods for efficient pest control (such as selective biopesticides); food waste minimization and reuse; upcycling and even clean renewable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



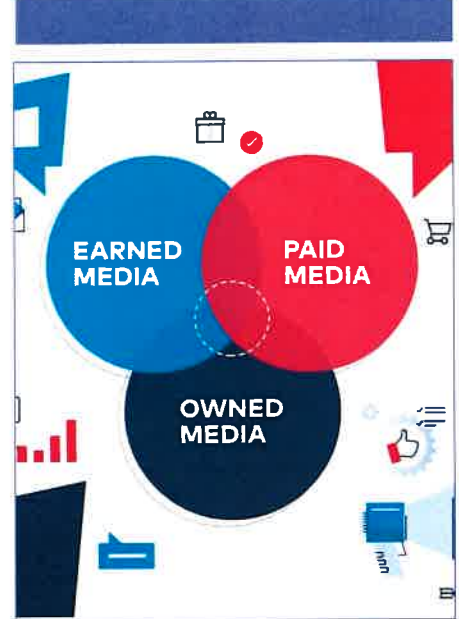
## TV / Video

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 21<sup>st</sup> 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](http://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 21<sup>st</sup> 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 30<sup>th</sup> 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](http://BDBMC.ORG)



FY 2022

## BDB LEADERSHIP ENGAGEMENT MODEL

[BDBMC.ORG](http://BDBMC.ORG)





# FY 2022 Proposed Annual Budget

| <b>Revenues</b>                          | <b>Proposed<br/>FY 2022 Budget</b> | <b>Notes</b>  |
|--|------------------------------------|---|
| 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                   | \$ -                               |   |
|  | <b>\$ 681,940</b>                  |   |
| <b>Expenses</b>                          | <b>Proposed<br/>FY 2022 Budget</b> |   |
| 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                     | \$ -                               |   |
|  | <b>\$ 681,940</b>                  |   |
| <b>Net Income (Loss)</b>                 | <b>\$ 0</b>                        |   |



# A Stronger Economy is Everyone's Business.

We are proudly funded and supported by:



## Business Development Board of Martin County

1002 SE Monterrey Commons Boulevard, Ste. 207  
Stuart, FL 34996  
772.221.1380

For more information and to join us, call 772.221.1380 or visit [bdbmc.org](http://bdbmc.org).