



Executive Committee Meeting, Friday, May 23, 2025, 08:30 – 10:30 am

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

Board of Directors Meeting, Wednesday, May 28, 2025, 08:30 – 10:30 am

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

ADDENDUM

Executive Committee (EC) Comments in Italics

This Addendum contains notes and recommendations from the Executive Committee

1. 8:30 am **Call to Order and Roll Call**
 - a. Susan Rabinowitz – President of the Board, BDBMC
2. 8:35 am **Comments**
 - a. Public
 - b. BDBMC Partners
 - I. Investor Presentations
 - c. Executive Director Report
 - I. William Corbin, BDBMC
3. 8:50 am **Executive Committee Meeting May 23, 2025, Recap**
 - a. *Executive Director Annual Evaluation*
 - b. *Board Meeting Dates*
 - c. *Paris Air Show*
 - d. *BDB Budget Request/Proposed Contract Amendment*
 - e. *Board Appointment Process – City of Stuart*
4. 9:05 am **Approvals**
 - a. Meeting Minutes
 - I. Board of Directors Meeting Minutes, March 26, 2025 pg 6
Executive Committee recommends approval
[Kiehn/Romence]
 - b. Financials
 - I. April 2025 pg 11
Executive Committee recommends to receive the financials
[Kiehn/Browning]
5. 9:10 am **Reports & Presentations**
 - a. Employment Report – CareerSource Research Coast
 - b. Business Attraction Update – William Corbin, BDBMC
 - c. BRE Update – Troy McDonald, BDBMC pg 15
 - d. Pulse Update – Troy McDonald, BDBMC pg 17
 - e. Programming Update – Inez van Ravenzwaaij, BDBMC pg 19
 - f. Marketing Update – Inez van Ravenzwaaij, BDBMC pg 21
 - g. Investor Update - Inez van Ravenzwaaij, BDBMC pg 23
 - h. Legislative Round-Up – Ike Crumpler, Consultant
6. 9:50 am **Board Member Items & Discussions**



- a. Executive Committee
 - I. Meeting Dates
- b. *Board of Directors*
 - I. *Meeting Dates/Location*

7. 10:30 am **Adjournment**

Upcoming Meetings & Events

Business Resilience Workshop: Beyond the Basics | Thursday, May 29, 2025, 8:00 am – 12:00 noon
IRSC Presents: Safety in Manufacturing Training | June 7-8, 2025, 9:00 am – 4:00 pm
Executive Committee Meeting | Friday, June 20, 2025, 8:30 – 10:30 am
Board of Directors Meeting | Wednesday, June 25, 2025, 8:30 – 10:30 am
Martin County Industrial Development Authority | Friday, July 11, 2025, 2:00 – 4:00 pm
2025 Martin County Business Awards | Monday, October 6, 2025, 11:30 am – 1:00 pm



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 - a. Susan Rabinowitz – President of the Board, BDBMC
2. 8:35 am **Comments**
 - a. Public
 - b. BDBMC Partners
 - I. Investor Presentations
 - c. Executive Director Report
 - I. William Corbin, BDBMC
3. 9:15 am **Approvals**
 - a. Meeting Minutes
 - I. Board of Directors Meeting Minutes, March 26, 2025
 - b. Financials
 - I. April 2025
4. 9:20 am **Reports & Presentations**
 - a. Employment Report – CareerSource Research Coast
 - b. Business Attraction Update – William Corbin, BDBMC
 - c. BRE Update – Troy McDonald, BDBMC
 - d. Pulse Update – Troy McDonald, BDBMC
 - e. Programming Update – Inez van Ravenzwaaij, BDBMC
 - f. Marketing Update – Inez van Ravenzwaaij, BDBMC
 - g. Investor Update - Inez van Ravenzwaaij, BDBMC
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5. 10:00 am **Board Member Items & Discussions**
 - a. Executive Committee
 - I. Meeting Dates
6. 10:30 am **Adjournment**

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Executive Committee Meeting Summary

Friday, April 18, 2025

Martin County Economic Council, 1002 SE Monterey Commons Blvd, Suite 201, Stuart, FL 34996

Present: Susan Rabinowitz, Eric Kiehn, Ron Rose, George Stokus, Ken Norman (Counsel)

Excused: Dan Romence, Lauren Abbott

Staff: William Corbin (Executive Director), Inez van Ravenzwaaij (Director, Programs & Partnerships), Troy McDonald (Director, Existing Industries & Business Development), Brittany Truong (Office Administrator)

1. Call to Order, Pledge of Allegiance and Roll Call: Susan Rabinowitz called the meeting to order at 8:25 AM. After conducting roll call, it was determined that a quorum is not present.

2. Comments

- a. **Public Comments:** None
- b. **Partner:** None
- c. **Executive Director Report:** None

3. Approvals

- a. No motion or recommendations as there was not a quorum.
- b. No motion or recommendations as there was not a quorum.
- c. Financials – March 2025: William Corbin, Executive Director, gave brief overview of the financials. No motion or recommendation as there was not a quorum.

4. Reports & Presentations

- c. **Programming Update:** Inez van Ravenzwaaij, Director of Programs and Partnerships, went over the new category for the Annual Awards. Discussion ensued about the new category and the progress of the event. Inez also stated that nominations will open in May.

5. Board Member Items & Discussions: The topic of finding new venues in the varies parts of Martin County for the Board of Directors meetings was discussed, as the Board has outgrown their current location. The Executive Committee was favorable to this idea. It was also discussed the Business Attraction reporting, and how often/what should be reported to show the status of each project.

- a. **Open Position:** William Corbin, Executive Director, stated that Angela Browning, Ph.D. has accepted the open position of Secretary on the Executive Committee.



- b. Executive Director performance review:** Discussion ensued about the process and form for the performance review. The consensus was that the full Board would review the form, and any critiques or changes would need to be submitted by the end of May. Then everything will be finalized in June so that the performance review can be conducted in July.

6. Adjourn: 10:05 AM



Board of Directors Meeting Minutes

Wednesday, April 23, 2025

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

- Present:** Susan Rabinowitz, Eric Kiehn, Dan Romence, Lauren Abbott, Brian Bauer, Patrick Gleason, Ransom "Reed" Hartman, Steve Hartz, David Powers, Ron Rose, William 'David' Snyder, Ed Weinberg, Commissioner Blake Capps, Mayor Carmine Dipaolo, Commissioner Laura Giobbi, Ken Norman (Counsel), George Stokus
- Excused:** Angela Browning, Marshall Critchfield, Tyson Water
- Staff:** William Corbin (Executive Director), Inez van Ravenzwaaij (Director, Programs & Partnerships), Troy McDonald (Director, Existing Industries & Business Development), Brittany Truong (Office Administrator)

1. Call to Order, Pledge of Allegiance and Roll Call: Susan Rabinowitz called the meeting to order at 8:30 AM. A quorum was established by roll call.

2. Comments

- a. Public Comments:** Jill Marasa, Ashley Capital, provided updates on various projects and developments and thanked Commissioner Capps for the fire station vote.
- b. Partner Comments:**
 - I. Kevin Farrell, Martin County School District:** Kevin Farrell spoke and provided updates about the Career & Technical Education and the Work Base Learning with Martin County School District. Discussion ensued from the Board after the presentation.
 - II. Investor Presentations:** Inez van Ravenzwaaij thanked Evergreen Private Care and Manpower for their investment.
- c. Executive Director Report:**
 - BDB Budget Presentation to BOCC**
 - I presented to the Board of County Commissioners at their April 22 meeting. Letters of support were submitted by Enrico Mattiazzi of IM Group and Stephanie Miele of Scuba Diving International; Nelson Levy of Grind Hard Ammo and Debbie Pease of Daher Aerospace gave their testimony via public comment; and public comment was also delivered by the following BDB board members: Susan Rabinowitz, Dan Romence, David Snyder, Steve Hartz, and Carmine DiPaolo. I'm

happy to report that we have the support of a majority of the commissioners towards our budget ask. However, we confirmed that the increased budget amount necessitates a contract amendment, so that the new amount is codified. Because we are opening up the contract, I recommend that, in order to avoid similar budget requests, we go ahead and negotiate an automatic inflationary increase of up to 3% annually, with a corresponding floor of 0%. Additionally, I recommend that, as part of the amendment, we extend the contract length to an additional 5 years.

- **IDA Project Due Diligence**

- The Martin County Industrial Development Authority board members desire to spur construction and economic activity, and are proactively seeking out and evaluating development opportunities where they could potentially facilitate the issuance of tax-exempt bond financing. BDB staff has been assisting the IDA by targeting and reaching out to companies or organizations that are planning an expansion or likely to plan an expansion via re-investment in their business operations. The IDA learned that refinancing of debt is also an opportunity that the IDA could play a role in facilitating. Examples of targeted companies include businesses like assisted living facilities; solid waste-related companies (e.g. Sedron or Green Carbon Solutions in Indiantown); and educational institutions (e.g. k-12 private schools or institutions like the Chapman School of Seamanship, which has a need to repair and redevelop the seawalls alongside the property where it's located).

- **CMMC Loan Fund**

- The BDB hosted a Cybersecurity Certification workshop last month, in partnership with Florida Makes, South Florida Manufacturers Association, and Cyber Florida. One of the major conclusions of that workshop was that certification (Cybersecurity Maturity Model Certification, or CMMC) – and maintenance of the certification – is very costly. Many of our medium and smaller manufacturers are having challenges affording to pay for, and remain, compliant with the CMMC federal regulation. As a reminder, companies must remain certified in order to keep their contracts with the Federal Department of Defense. The BDB is working with FloridaMakes and SFMA to collaborate and



potentially partner with a CDFI lender to make funds available to Martin County manufacturers. The working group is in the due diligence phase right now, and we hope to be able to launch the loan program and offer it to Martin County manufacturers by the end of summer. Additional details, including eligibility and loan terms will be shared once the program is confirmed.

- **Solar Energy Loan Fund (SELF)**

- Inez, Troy and I met with the Solar Energy Loan Fund (SELF) to learn more about their organization and how they may be able to assist Martin County businesses. SELF is headquartered in Fort Pierce and has a presence in 17 states. They've issued about \$10 million of loans in St. Lucie County and \$3 million in Martin County. The organization specializes in Green Banking (e.g. energy efficiency...solar installation and storm resilience – impact windows, updating roofs, etc.). They've been working mostly in the residential space, offering “green home loans”, which helps homeowners access low-cost financing for energy efficiency home improvements (Martin County has partnered with SELF to offer low-cost financing to homeowners for completion of septic-to-sewer conversion. The loans can be secured on ability to pay, rather than solely on credit scores. BDB staff is exploring commercial-focused opportunities with SELF, whereby existing business owners could retrofit their properties and benefit from a SELF-issued loan. We are also hoping to have a representative from SELF be a participant at our upcoming May 29th Resilience Workshop.

- **TCMA Board Meeting**

- Troy and I attended the April Treasure Coast Manufacturer's Association meeting at the invitation of TCMA Treasurer Mike England (owner of Express Employment Professionals, which is a BDB investor). The full board meets bi-monthly, and was established for the purpose of organizing and managing a local and regional manufacturers' trade association. We intend to remain involved and look forward to working with TCMA to continue improving the manufacturing landscape for Martin County and Treasure Coast companies in the industry.



- **Speaking Engagement (MC Realtors Association)**
 - I had the opportunity to present to the Martin County Realtors Association of the Treasure Coast on April 3rd. I provided a refresher and overview of the BDB, and I spoke about the necessity for the business community to continue stepping up to the plate in a more proactive and engaged manner, with the goal of supporting Martin County economic development organizations like the BDB, the Economic Council, and our local chambers, as we collectively try to implement our respective visions and missions. The message was one of importance – and one that was well-received, thankfully – especially given that the BDB is in the process of going before the Board of County Commissioners to secure funding for its FY 2026 operating budget.
- **Speaking Engagement (Truist)**
 - Last Wednesday, April 17th, I had the pleasure of speaking to the Truist Bank commercial real estate team that is responsible for servicing their six-county southeastern market that spans Miami-Dade to Indian River. The goal was to highlight all of the exciting commercial development and financing opportunities across the treasure coast, and particularly in Martin County.
- **Speaking Engagement (Seacoast)**
 - Ted Astolfi and I conducted a joint presentation to Seacoast Bank's Community Board. The presentation focused on highlighting differences between the Business Development Board and the Economic Council, and how both organizations work together towards a common goal.
- **Airport Administration Building**
 - Inez and I had the pleasure of attending the Airport Administration Building ribbon cutting ceremony. The event was held on April 11th and featured commentary from county elected officials and airport management.

3. Executive Committee Meeting April 18th, 2025 Recap (No Quorum): Susan Rabinowitz provided the summary of the Executive Committee Meeting.

4. Approvals



- a. **Minutes - Board of Directors Meeting—Mar 26, 2025:** Steven Hartz moved to approve the Board of Directors Meeting minutes for February 21, 2025, which was seconded by Eric Kiehn. The motion passed unanimously.
- b. **Financials:** William Corbin, Executive Director, presented and summarized the financials. Lauren Abbott moved to approve of the Financials Reports and it was seconded by Eric Kiehn. The motion passed unanimously.
- c. **Executive Committee Open Position – Angela Browning, PhD.:** Eric Kiehn made a motion to accept Angela Browning, PhD, for the roll of secretary on the Executive Committee, and was seconded by Ransom ‘Reed’ Hartman. The motion passed unanimously.

5. Reports & Presentations

- a. **Employment Report** – Christina Coble, CareerSource, briefed the BDBMC Board on employment covering Martin, St. Lucie, and Indian River Counties.
- b. **BRE Update** – Troy McDonald, Director of Existing Industry and Business Development, provided an update.
- c. **Programming Update** – Inez van Ravenzwaaij, Director of Programs and Partnerships, provided an update and went over the new category.

- 6. Board Member Items & Discussions** – The Board discussed the new manufacturing program at IRSC. Ransom “Reed” Hartman asked for a follow-up on the industrial property conversation from the last meeting. Ransom “Reed” Hartman made a motion for the Executive Director to write a letter to the economic ombudsman to update the county industrial land analysis, by business type and specific uses; also, update chapter 15 of the comp plan regarding economic element. The motion was seconded by Lauren Abbott and the motion passed unanimously. The Board also discussed two of the Ashley Capital projects and what will happen now with them.

7. Adjourn: 10:17 AM



To: Board of Directors
From: William Corbin, Executive Director
Subject: Financial Reports for Month Ended April 30, 2025
Date: Executive Committee Meeting – May 23, 2025
Board of Directors Meeting – May 28, 2025

SUMMARY: This memo presents and reviews the monthly financial reports.

RECOMMENDATIONS:

1. Motion to receive the reports.

Discussion & Review

1. **Balance Sheet**

No comments.

2. **Statement of Activities (Quarterly)**

- a. *Notable Income –*

- i. No comments.

- b. *Notable Expenses –*

- i. The \$1,300 of expenditures in the *Member Events* row, under the Memberships category, represents sponsorship costs for the May 9th Indiantown Chamber industry bus tour (\$300) and the June 26th South Florida Manufacturers Association Annual awards event (\$1,000).

[Reports follow]

Business Development Board of Martin County

Balance Sheet

As of April 30, 2025

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
BDB CHECKING ACCOUNT *0501 (0501)	177,708
SEACOAST BUSINESS MONEY MARKET *8461 (8461)	146,557
Total Bank Accounts	\$324,265
Total Current Assets	\$324,265
Fixed Assets	
Accumulated Depreciation	(25,731)
Equipment	16,055
Furniture & Fixtures	9,675
Total Fixed Assets	\$0
TOTAL ASSETS	\$324,265
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	3,025
Total Other Current Liabilities	\$3,025
Total Current Liabilities	\$3,025
Total Liabilities	\$3,025
Equity	
Contract Reserve	166,713
Net Assets	138,187
Net Income	16,340
Total Equity	\$321,240
TOTAL LIABILITIES AND EQUITY	\$324,265

Business Development Board of Martin County

Quarterly Statement of Activities (P&L)

October 2024 - April 2025

	OCT - DEC, 2024	JAN - MAR, 2025	APR 2025	TOTAL
Income				
County Income	112,500	116,250	116,250	\$345,000
Event - Sponsorship Income	20,500	5,500		\$26,000
Interest Earned	1,395	1,166	358	\$2,918
Investor Income	15,310	7,250	16,250	\$38,810
Total Income	\$149,705	\$130,166	\$132,858	\$412,728
GROSS PROFIT	\$149,705	\$130,166	\$132,858	\$412,728
Expenses				
Bank Charges & Fees	186	232	59	\$477
Business Development Marketing	18,939	897		\$19,836
Computer Equipment - Software	834	1,164	191	\$2,188
Economic Development Programs/Services	232	950	361	\$1,543
Manufacturing		699		\$699
Pulse		885		\$885
Workforce		1,180	85	\$1,265
Total Economic Development Programs/Services	232	3,713	446	\$4,391
Events/Forums	1,474	182	50	\$1,706
Awards Luncheon	27,578	7,540	233	\$35,351
Board	110	326	24	\$460
Total Events/Forums	29,162	8,048	307	\$37,517
Insurance	427	3,841		\$4,269
Memberships	3,245	1,269		\$4,514
Member Events		876	1,300	\$2,176
Total Memberships	3,245	2,145	1,300	\$6,690
Occupancy	8,975	8,523	3,006	\$20,504
Office Equipment		309		\$309
Office/General Expenses	2,511	1,993	2,082	\$6,586
Outside Services	45,673	38,810	7,496	\$91,979
Payroll Expenses				\$0
Employee Benefits	9,079	9,617	3,439	\$22,136
Payroll Taxes	5,135	5,643	1,998	\$12,776
Payroll Wages	63,285	68,431	25,077	\$156,793
Total Payroll Expenses	77,499	83,691	30,514	\$191,705
Postage and Postal Services	73	75		\$148
Professional Development-Training	215	1,657		\$1,872
QuickBooks Payments Fees	251	73		\$324
Subscriptions	378	561	56	\$995
Technology Communications	2,931	7,955	429	\$11,316
Travel & Entertainment	150	1,211	87	\$1,449
Unapplied Cash Bill Payment Expense	(7,000)	0	834	\$ (6,166)
Total Expenses	\$184,681	\$164,899	\$46,808	\$396,389
NET OPERATING INCOME	\$ (34,976)	\$ (34,734)	\$86,050	\$16,340
NET INCOME	\$ (34,976)	\$ (34,734)	\$86,050	\$16,340



To: President & Members, Executive Committee, Board of Directors
From: Troy McDonald – Director of Existing Industry and Business Development
Subject: Business Retention and Expansion (BRE)
Date: Executive Committee – May 23, 2025
Board of Directors – May 28, 2025

Executive Summary

This report provides an update on the Business Retention and Expansion (BRE) activities undertaken by the Business Development Board of Martin County (BDBMC) for May 2025. The BRE program remains focused on strengthening relationships with existing businesses, identifying opportunities for expansion, and resolving challenges that may impact local industry.

During the past month, I set up and conducted several Pulse Program Visits across Martin County and completed follow-up actions from those visits. I engaged with the local business community by attending multiple Chamber of Commerce functions and participated in key economic development events, including the IRSC Automation Summit and the Indiantown Industry Appreciation Day Bus Tour.

Working closely with Executive Director William Corbin, we advanced several Business Attraction Projects, including one involving a boat builder evaluating Martin County as a potential location. Additionally, William and I met with the Village Manager and the Director of Development at the Village of Indiantown to better understand the community's approval and permitting processes in support of prospective businesses.

Purpose of Business Retention and Expansion (BRE)

The BRE program is designed to:

- Strengthen relationships with existing businesses and industries.
- Identify challenges and opportunities for local businesses.
- Provide resources and solutions to support business stability and growth.
- Enhance economic sustainability through strategic partnerships and community engagement.
- Foster an environment where businesses can thrive and expand within Martin County.

The purpose of this report is to update the BDBMC Board of Directors on recent BRE activities and progress.

Business Retention & Expansion (BRE) Update

Recent Activities:

- Conducted several **Pulse Program Visits** throughout Martin County.
- Completed follow-up actions from **Pulse Visits**.
- Attended multiple **Chamber of Commerce Functions**.
- Participated in the **IRSC Automation Summit**.
- Participated in the **Indiantown Industry Appreciation Day Bus Tour**.
- Collaborated with **William Corbin** on **Business Attraction Projects**, including a project involving a **boat builder**.
- Met with the **Village Manager** and **Director of Development** in the **Village of Indiantown** to discuss the Village's approval process.

Pulse Program Highlight

This month, I had the pleasure of conducting a Pulse Visit with **Board Member David Snyder** and **Pulse Volunteer Alberto Delgado** at **WMD Guns** in Stuart. Hosted by **Wynn Atterbury**, this visit was one of the most engaging and informative to date. WMD Guns is not only a leading manufacturer of high-performance firearms but also an innovative **industrial coatings company**. Their proprietary coating technology is used to enhance and strengthen a wide variety of products, offering industrial applications beyond the firearms industry.

CRE Forum Update

The 2025 **Commercial Real Estate (CRE) Forum** will be held on **July 17th** at the **Martin County Realtor Association of the Treasure Coast**. Planning is well underway, with speaker commitments and sponsorships currently being secured. For more information or to get involved, please see **Troy McDonald**.

Moving Forward

The BRE program remains a critical component of economic development in Martin County. Through direct engagement, resource facilitation, and strategic partnerships, we continue to support local businesses in their growth and retention efforts. Moving forward, the focus will be on expanding outreach, strengthening collaborations, and proactively addressing the needs of businesses to foster long-term economic sustainability in the region.

RECOMMENDATION: Update only, no action required.



To: President & Members, Executive Committee, Board of Directors
From: Troy McDonald – Director of Existing Industry and Business Development
Subject: Pulse Visit Research Report - Reporting Period: FY 2025 (To Date)
Date: Executive Committee – May 23, 2025
Board of Directors – May 28, 2025

Pulse Program – Fiscal Year to Date (May 12, 2025) Update

Executive Summary

The Pulse Visit Program conducted by the Business Development Board of Martin County (BDBMC) is a core element of our Business Retention and Expansion (BRE) strategy. These structured visits provide real-time, on-the-ground insights that shape our programming, resource allocation, and economic development efforts across the county.

To date in FY 2025, BDBMC has completed **35 Pulse Visits**, with a total of **60.25 hours of direct engagement**—defined as time spent in the Pulse Visit itself with the business. Collectively, the companies visited employ **811 individuals**, with an **average of 24 employees per business**. During these visits, **97 follow-up items** were identified, of which **74 have been completed**, demonstrating responsive action and strong relationship management.

Key Metrics

- Total Pulse Visits Conducted: **35**
- Total Hours of Direct Engagement: **60.25 hours**
- Total Number of Follow-Up Items Identified: **97**
- Total Number of Follow-Up Items Completed: **74**
- Average Percentage of Products/Services Exported Outside Martin County: **79.5%**

Hub/Sector Breakdown

- **Manufacturing:** 40.0%
- **Marine:** 15.6%
- **Professional Services:** 13.3%
- **Aviation/Aerospace:** 8.9%

- **Hospitality/Tourism/Retail:** 4.4%
- **Innovation:** 2.2%
- **Human Services/Other:** 2.2%
- **Agriculture/Equestrian:** 2.2%
- **Education:** 2.2%
- **Logistics:** 2.2%
- **Repair/Service/Install:** 2.2%
- **Wholesale Landscaping Material:** 2.2%
- **Construction/Contractor:** 2.2%

Year-Over-Year Business Performance

- **Better:** 77.4%
- **Worse:** 9.7%
- **Not Provided:** 9.7%
- **Same:** 3.2%

Report Themes – Top 3 in Each Category

Advantages

1. The environment, beauty
2. Safe place to live
3. Small town feel, the people

Challenges

1. Workforce
2. Bureaucracy
3. Inflation/cost of business

Missing from the Local Economy

1. Affordable housing
2. Workforce
3. Workforce training

Opportunities

1. Grow business
2. Expansion
3. Manufacturing

The Role of the Pulse Program

The Pulse Program is central to BDBMC's mission to retain and grow our existing industry base. It enables proactive engagement with local businesses, identifies and resolves barriers to growth, and uncovers opportunities for strategic support. By gathering actionable data directly from employers, the program ensures our BRE activities remain relevant, responsive, and impactful.



To: President & Members, Executive Committee, Board of Directors
From: Inez van Ravenzwaaij, Director, Programs & Partnerships
Subject: 2025/2026 Program Planning Update
Date: Executive Committee Meeting – May 23
 Board of Directors Meeting – May 28

SUMMARY: Update the board on programming for FY 2025 and into FY 2026.

FY 2024/2025 Status Update:

NAME	PURPOSE	DATE	AUDIENCE	STATUS
IRSC Automation Summit *	Engage industry w/IRSC & business, workforce assistance	5/7/25	Manufacturers, workforce professionals	Completed
Indiantown Industry Day Tour	Engage w/Indiantown Businesses	5/9/25	Business community	Completed
GrowFL Story Event	Partners, engaging with growing companies	5/21/25	Second-stage businesses	Completed
Resilience Workshop	Education: Recovery preparedness	5/29/25	Business Community	Active
Corporate Council	Investor & Partner Engagement	6/6/25	Investors & Partners	Active
CMMC Touchbase	Follow-up from CMMC Workshop	May/June	Manufacturers	TBD w/partner virtual
SFMA AI Workshop*	Education: AI for Manufacturers	June/July	Manufacturers	TBD w/partner
CRE Forum	Commercial real estate inventory awareness event	July 17	Business Community Brokers	In planning
Aviation Day*	Chamber partnership promoting aviation, aerospace & the airport	7/9/25	Business Community	In planning w/partner
Charlene Hoag Reception	Awards related	August	Previous winners	TBD
Regional Manufacturing RT	Engage manufacturers across the TC	July	Manufacturers	In planning
Talent Adv. Team	Engage industry w/workforce professionals	July/Aug	Healthcare	TBD
Annual Awards	Celebrating Economic Excellence in MC	10/6/25	Business Community	Hutchinson Shores

*Third-party partnership

REMINDERS & RECOMMENDATIONS:

Annual Business Awards

- Nominations for 2025 business awards underway.
- The deadline to make a nomination is June 23.
- [LINK](#) event information, award categories, and nomination form.
- Selection committee meeting: following the board meeting on Wednesday, July 23, 10:30-11:30 am.
- Sponsorships are now open, also. [LINK](#) to sponsor information
- Thanks to Bank of America for returning as the Presenting Sponsor and Ashley Capital as the Gold Sponsor.



RECOMMENDATION: Board of volunteers to serve on the selection committee and sponsor referrals.

NOMINATE A BUSINESS TODAY!

2025 MARTIN COUNTY BUSINESS Awards
Celebrating Economic Excellence and Making an Impact

Monday, October 6, 2025

Nominate a company, business, leader, or entrepreneur that contributes to the Martin County economy! Self-nominations are also encouraged because no one knows your business and achievements like you do.

PRESENTED BY BANK OF AMERICA



To: President & Members, Executive Committee, Board of Directors
From: Inez van Ravenzwaaij, Director, Programs & Partnerships
Subject: Marketing and communication update
Date: Executive Committee Meeting – May 23, 2025
Board of Directors Meeting – May 28, 2025

SUMMARY: Review and update on BDBMC external marketing and communication platforms.

Monthly Newsletter, Martinomics:

- Platform: Constant Contact and WordPress
- Typically publishes the first week of the month
- Audience: Opt-ins include the business community at large, business owners and leaders, community stakeholders, workforce development partners, program partners, business associations, prospects/targets, pulse visits, local, regional, state, and federal agencies, other EDOs, site selectors, etc.
- Features typically include, but may vary month to month based on timeliness and available content:
 - Message from the Executive Director
 - Martin's Makers, or Focused on Manufacturing
 - Focused on Workforce Development, or From Our Workforce Partners
 - Investor News & Sponsor Updates
 - News You Can Use
 - Area News & Announcements
 - Upcoming Meetings, Programs & Events
- The first edition of Martinomics was published in September 2019 as "Economy Matters", later renamed "United Economic Leadership" and then "Martinomics" in 2021

YEAR	Deliveries/Month	Avg Monthly Open%	Avg Monthly Click%	Ind Avg
2025 (Jan-Apr)	2299	46%	4.5%	Open 34% Click %
2024 (Jan-Dec)	1890	46%	5%	

What we measure:

- Distribution date/time trends
- Successful deliveries, unsubscribes, bounces
- Opens and clicks
- Device type (surprisingly, more than 80% of our readers are on desktops)
- Top 4 stories/heatmapping interest and content

Website:

- Underwent a significant revamp last summer, went live in September 2025
- WordPress platform – key content drivers are:
 - Martinomics/News blog featured on website
 - Calendar of events
 - Workforce Development Resource Guide
 - Available Opportunities
 - Business Resources, including disaster/recovery
 - Investors, Board of Directors, etc.
- Steff updates content weekly
 - Content updates include posting of reports, meeting agendas, minutes, blog news updates, and event listings and updates

Active Users	Page Views	Page/Sessions	Sessions	New Users	Session Time
1039/mos.	2331/mos.	1.8/mos	1306/mos.	881/mos.	2.58/mos.

Top referral sources: A) Google, B) Direct, C) Bing, D) LinkedIn

- Referrals from Martin, Fl.gov, and Stuartfl.gov are quickly moving up the ranks
- Average monthly Google views are 342, and searches are 111

Social Media:**LinkedIn:**

Followers	Posts/Shares	Engagement %	Impressions	Clicks
791 (54% YOY increase)	18/mos.	6.75%/mos.	1869/mos.	83/mos.

Facebook:

Follows	New follows	Post/Shares	Engagements	Reach
3414	11/mos.	4/mos.	40/mos.	1450/mos.

RECOMMENDATION: For staff, board members, and volunteers to actively engage with BDBMC content on Facebook and/or LinkedIn.



To: President & Members, Executive Committee, Board of Directors
From: Inez van Ravenzwaaij – Director, Programs & Partnerships
Subject: Investor update
Date: Executive Committee Meeting – May 23
 Board of Directors Meeting – May 28

INVESTOR AND SPONSOR STATUS UPDATE:

INVESTOR PROJECT WORKSHEET - MAY 2025							
	Type	Investment Level	Investor Status	Commitment	Ann.	Payment Status	Notes
Evergreen Private Care	Private	Entrepreneur	Confirmed 2025	\$2,500.00	3-Mar	Paid '25	
IRSC	Private	Leadership	Confirmed 2025	\$10,000.00	1-Jan	Paid '25	
Spherion	Private	Economic Champions	Confirmed 2025	\$1,000.00	3-Mar	Paid '25	
Truist	Private	Entrepreneur	Confirmed 2025	\$2,500.00	5-May	Paid '25	New 2025
Bank of America	Private	Leadership	Current 2005	\$10,000.00	9-Sep	Paid '25	Renewal Conf. 2025
C&W Technologies	Private	Corporate	Current 2005	\$5,000.00	3-Mar	Paid '25	
Colliers	Private	Entrepreneur	Current 2005	\$2,500.00	9-Sep	Paid '25	
FPL	Private	Corporate	Current 2005	\$5,000.00	10 Oct	Paid '25	
Express Employment Professionals	Private	Economic Champions	Current 2024	\$1,000.00	4-Apr	Paid '24	Renewal Conf. 2025
Manpower South Florida	Private	Economic Champions	Current 2024	\$1,000.00	1-Jan	Invoiced '25	
MIATC	Private	Entrepreneur	Current 2024	\$2,500.00	6-Jun	Paid '24	
Martin County IDA	Private	Corporate Council	Confirmed 2025	\$5,000.00	5-May	Invoiced '25	Increase 2025
Mattamy Homes USA	Private	Corporate	Current 2024	\$5,000.00	3-Mar	Paid '24	
Acquisition Experts LLC	Private	Economic Champtions	Confirmed 2025	\$1,000.00	5-May	Invoiced '25	New 2025
MidFlorida Credit Union	Private	Economic Champions	Current 2024	\$2,500.00	2-Feb	Paid '25	
South State Bank	Private	Economic Champions	Current 2024	\$1,000.00	4-Apr	Paid '24	
MC Realtors	Private	Corporate	Current 2025	\$5,000.00	7-Jul	Quarterly	
Seacoast Bank	Private	Corporate	Current 2025	\$5,000.00	1-Jan	Paid '25	
Ryan Homes	Private	Economic Champions	Confirmed 2025	\$1,000.00	5-May	Invoiced '25	New 2025
TD Bank	Private	Corporate	Current 2025	\$5,000.00	9-Sep	Paid '25	
TOTAL (Private)				\$73,500.00			
Government/Municipalities							
Martin County BOCC	Public			\$465,000.00			
Village of Indiantown	Public			\$15,000.00	3-Mar	Confirmed '25	
TOTAL (Government)				\$480,000.00			
			INCOME	\$ 553,500.00			

YOY / YTD INCOME SNAPSHOT	2023	2024	2025 BUDGET	2025
Martin County	\$ 450,000.00	\$ 450,000.00	\$ 465,000.00	\$ 465,000.00
Municipal Investors	\$ 20,000.00	\$ 20,000.00	\$ 30,000.00	\$ 15,000.00
Private Investors	\$ 58,500.00	\$ 47,500.00	\$ 80,000.00	\$ 73,500.00
Sponsorships	\$ 45,500.00	\$ 52,500.00	\$ 82,100.00	\$ 12,500.00
Program Fees, Misc Income	\$ 3,800.00	\$ 13,000.00		
	\$ 577,800.00	\$ 583,000.00	\$ 657,100.00	\$ 566,000.00

HIGHLIGHTS:

- Since the March board report, revenue has increased by \$28,000, of which \$6,000 is new year-over-year (YOY). Truist, Ryan Homes, Acquisition Experts, and MCIDA.
- Most sponsorship revenue comes in during the fourth quarter, associated with the annual awards event.

ADDITIONALLY, Annual investments and/or renewals are NOT necessarily aligned with the BDBMC fiscal year.

- Generally, investor targets include those businesses that benefit from the “rising tide” of an economically strong business community and benefit from the practice and programs of an economic development office, such as financial services and institutions, health care institutions, insurance, technology companies, workforce development or employment service providers, human services, academic institutions, utilities, commercial real estate brokers and developers, professional associations, etc.
- Additionally, businesses not intentionally targeted by the BDBMC include those we serve or consider clients, or those that might be otherwise served through our county contract, e.g., Pulse visits or any resulting business assistance or follow-up. Also, we generally avoid soliciting smaller businesses or those that might have to choose between a Chamber or other professional association membership for their annual commitment.

[LINK](#) to the 2025 updated Investment outline of levels and benefits

STAFF RECOMMENDATION: A board of referrals would be greatly appreciated. If a board member would like to participate in a target or renewal visit, please get in touch with Inez.